## SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance, or Refers to But is Not Authorized by a Candidate)

CC	NTRACT N	o. <u>853'750</u>
1.	THE CONT	Michelle Santuoso Name
		66 Canal Center Plaza Ste 555 Alexandria, Ul Address 22314
		703-299-1760 Phone Number
2.	THE TOP (	OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
	AILL.	Stephen De Maura
3.	IF THE AD	REFERS TO A CANDIDATE:
	a.	The name of the candidate is
	b.	The candidate seeks election to the office of in the □ Primary Election, □ General Election, or □ Special Election.
4.	IF THE AD	REFERS TO AN ISSUE:
	a.	The issue is <u>Americans</u> for Job Security.  The Purchaser is <u>Michelle Santuoso-Crossroads</u> Media
	b.	The Purchaser is Michelle Santuoso - Crossroads Media
		NOTE: If the ad relates to an issue of state or local (not national) importance

**NOTE:** If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.

00:15:00

EOM/EOC

Order Sep

Billing Cycle



### Flight Dates 10/30/12-11/05/12

**Product** Estimate # 694

**AMERICAN CROSSROADS** Alt Order # 06227813 253750 / Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

07/10/12 08/27/12 **GENERAL** Order Type **Billing Contact** 

Advertiser ISS/Amer. Crossroads 66 Canal Center Plaza Billing Calendar BROADCAST

Suite 555 Demographic A35+

Alexandria, VA 22314 Agency Crossroads Media, LLC

**AGY** POL **ISSUE** Rev Codes **Buying Contact** 

Sales Office DC Product Codes PL-Ballot-Related

Sales Region NAT **Priority** P-2 66 Canal Center Plaza

Agency Ref Advertiser Ref Suite 555

**Primary Account Executive** Aaron Ashe

Alexandria, VA 22314

Account Executive Order% Start Date **End Date** 

Aaron Ashe 100% Order Share 28% Market Value 688214

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	30%	206464
WPXM	%	0
WSVN	30%	206464
WTVJ	12%	82585

**Billing Plan Order Totals** # of Spots Rating Start Date End Date # Spots **Net Amount Gross Amount** Month Net Amount Gross Amount 0.00 10/29/12 11/05/12 \$163,795.00 \$192,700.00 \$192,700.00 107 November 2012 107 \$163,795.00 \$163,795.00 \$192,700.00 0.00 Totals 107

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount	
	<u>.</u>
N 1 WPLG 11/02/12 11/02/12 M-F 1p The Chew CM 1-2p1 :30 1 \$600.00 P-2 0.00 NM 1 \$600.00	0
The Chew	
<u>Start Date                                  </u>	
Week: 10/29/12 11/04/121 1 \$600.00 0.00	
N 2 WPLG 11/02/12 11/02/12 Fri 10-11p CM 10-11p1 :30 1 \$8,000.00 P-2 0.00 NM 1 \$8,000.00	0
20/20	
<u>Start Date                                  </u>	
Week: 10/29/12 11/04/121 1 \$8,000.00 0.00	
N 3 WPLG 11/02/12 11/02/12 M-F 11-1135P CM 11-1135P1 :30 1 \$3,700.00 P-2 0.00 NM 1 \$3,700.00	0
M-F 11-1135P	
<u>Start Date                                  </u>	
Week: 10/29/12 11/04/121 1 \$3,700.00 0.00	
N 4 WPLG 11/02/12 11/02/12 M-F 1135-12:06a Nightli@M 1135p-1206am1 :30 1 \$1,800.00 P-2 0.00 NM 1 \$1,800.00	10
M-F Nightline (11:35 PM-12:05 XM)	
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>	
Week: 10/29/12 11/04/121 1 \$1,800.00 0.00	
N 5 WPLG 11/02/12 11/02/12 CM 12-1PM1 :30 1 \$600.00 P-2 0.00 NM 1 \$600.00	10



253750

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 07/10/12/ 08/27/12

Order Sep

00:15:00

Advertiser ISS/Amer. Crossroads

Ln Ch Start	End	Inventory Code	Break	Start/End 1	Гime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	<u>ls</u> Amount
		M-F 12n News M-F LCL 10 News	s @ No	(12:30 PM-1	1:00 PM)						
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$600.00	Rating 0.00						
N 6 WPLG 11/02/12	2 11/02/12	M-F 12n News M-F LCL 10 News	CM s @ No	12-1PM (12:00 PM-1	1 12:30 PM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
N 7 WPLG 11/02/1		M-F 3p Katie Cou Katie Couric		3-4p	1	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
N 8 WPLG 11/02/1	2 11/02/12	M-F 4p Dr Oz Dr Oz	СМ	4-5p (4:30 PM-5:	1 00 PM)	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	\$900.00	Rating 0.00						
N 9 WPLG 11/02/1	2 11/02/12	M-F 5a LCL News LCL 10 News @ 9		5-6am (5:00 AM-5:	1 30 AM)	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00					5 1	
N10 WPLG 11/02/1	2 11/02/12	M-F 5p LCL News Local 5p News	s CM	5-6p (5:00 PM-5:	1 30 PM)	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00						
N11 WPLG 11/02/1	2 11/02/12	M-F 5a LCL News LCL 10 News @ 8		5-6am (5:30 AM-6:	1 00 AM)	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N12 WPLG 11/02/1	2 11/02/12	M-F 5p LCL News Local 5p News	s CM	5-6p (5:30 PM-6:	1 00 PM)	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00				:		
N13 WPLG 11/02/1	2 11/02/12	M-F 6a LCL News LCL 10 News @ 0		6-7am (6:00 AM-6:	1 30 AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,500.00	<u>Rating</u> 0.00						
N14 WPLG 11/02/1	2 11/02/12	M-F 6p LCL News M-F Local News	s CM	6-630pm	1	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
N15 WPLG 11/02/1	2 11/02/12	M-F 6a LCL News LCL 10 News @		6-7am (6:30 AM-7:	1 00 AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$1,500.00	Rating 0.00						
N16 WPLG 11/02/1	2 11/02/12	M-F Wheel of For M-F Wheel of For	tune CM	7-730pm	1	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$2,500.00	Rating 0.00						
N17 WPLG 11/02/1	2 11/02/12	M-F 7-9a GMA Good Morning An	CM nerica	7-9am (7:00 AM-8:	1 00 AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						



253750

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 07/10/12/ 08/27/12

Order Sep

00:15:00

Advertiser ISS/Amer. Crossroads

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Ln Ch Star		Inventory Code		Start/End T		Len Spo				Amount
N17 WPLG 11/02	/12 11/02/12	M-F 7-9a GMA Good Morning An	CM nerica	7-9am (7:00 AM-8:0	1 00 AM)	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
<u>Start Date</u> Week: 10/29/12	11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00					
N18 WPLG 11/02	/12 11/02/12	M-F Jeopardy M-F Jeopardy	СМ	730-8pm	1	:30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00					
N19 WPLG 11/02	/12 11/02/12	M-F 7-9a GMA Good Morning Ar	CM nerica	7-9am (8:00 AM-9:0	1 00 AM)	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00					
N20 WPLG 11/02	/12 11/02/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:	1 30 AM)	:30	1 \$700.00 P-2	0.00 NM	1	\$700.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00					
N21 WPLG 11/05	/12 11/05/12	M-F 1p The Chev The Chew	v CM	1-2p	1	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00					
N22 WPLG 11/05	/12 11/05/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	1	:30	1 \$3,700.00 P-2	0.00 NM	1	\$3,700.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,700.00	Rating 0.00					
N23 WPLG 11/05	/12 11/05/12	M-F 1135-12:06a M-F Nightline	Nightli <b>©</b> M	1135p-1206 (11:35 PM-1		:30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,800.00	Rating 0.00					
N24 WPLG 11/05	/12 11/05/12	M-F 11a The View	w CM	11-12n	1	:30	1 \$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00					
N25 WPLG 11/05	/12 11/05/12	M-F 12n News M-F LCL 10 New	CM s @ No	12-1PM (12:00 PM-1	1 2:30 PM)	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00					
N26 WPLG 11/05	/12 11/05/12	M-F 3p Katie Cou Katie Couric	iric CM	3-4p (3:00 PM-4:0	1 00 PM)	:30	1 \$700.00 P-2	0.00 NM	1	\$700.00
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays 1	Spots/Week 1		Rating 0.00					
N27 WPLG 11/05	/12 11/05/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:0	1 00 PM)	:30	1 \$900.00 P-2	0.00 NM	1	\$900.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00					
N28 WPLG 11/05	/12 11/05/12	M-F 5a LCL New LCL 10 News @		5-6am (5:00 AM-5:	1 30 AM)	:30	1 \$750.00 P-2	0.00 NM	1	\$750.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00					
N29 WPLG 11/05	/12 11/05/12	M-F 5p LCL New Local 5p News	s CM	5-6p (5:00 PM-5:	1 30 PM)	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	•	Rating				I	

00:15:00



Contract / Revision

253750

Flight Dates 10/30/12-11/05/12

<u>Hiatus Dates</u>

Original Date / Revision 07/10/12/ 08/27/12

Order Sep

Advertiser ISS/Amer. Crossroads

		_					_			
Ln Ch Start	End	Inventory Code	Break	Start/End Time	nave	Len Spots	Rate Pri	Rtg Type	Spots	<u>als</u> Amount
N29 WPLG 11/05/		M-F 5p LCL News		5-6p	1	•	1 \$1,200.00 P-2	- ,,	1	\$1,200.00
1120 111 100	12 11/00/12	Local 5p News	O O IVI	(5:00 PM-5:30 P	-	.00	Ψ1,200.001 2	0.00 14141		Ψ1,200.00
Start Date	End Date	Weekdays	Spots/Week		ating					
Week: 11/05/12	11/11/12	1	1	<del>+ 1,</del>	0.00					
N30 WPLG 11/05/	12 11/05/12	M-F 5a LCL News LCL 10 News @		5-6am (5:30 AM-6:00 A	1	:30	1 \$750.00 P-2	0.00 NM	1	\$750.00
Start Date	End Date	Weekdays	Spots/Week	•	ating					
Week: 11/05/12	11/11/12	1	1	\$750.00	0.00					
N31 WPLG 11/05/	12 11/05/12	M-F 5p LCL News Local 5p News	s CM	5-6p (5:30 PM-6:00 P	1 'M)	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week		ating					
Week: 11/05/12	11/11/12	1		\$1,200.00	0.00		4 44 700 00 7 0	0.00.1114		<b>*</b> 4 <b>* 7 * 2 * 2 * 2</b> * <b>2</b>
N32 WPLG 11/05/	12 11/05/12	M-F 6a LCL News LCL 10 News @		6-7am (6:00 AM-6:30 A	1	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	Weekdays	Spots/Week	•	ating					
Week: 11/05/12	11/11/12	1		\$1,500.00	0.00					
N33 WPLG 11/05/	12 11/05/12	M-F 6p LCL News M-F Local News	s CM	6-630pm	1	:30	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week		tating					
Week: 11/05/12	11/11/12	1	1	· · · · · · · · · · · · · · · · · · ·	0.00		4 44 500 00 0 0	0.00.144		<b>#4 F00 00</b>
N34 WPLG 11/05/	12 11/05/12	M-F 6a LCL News LCL 10 News @		6-7am (6:30 AM-7:00 A	1	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	Weekdays	Spots/Week	·	ating					
Week: 11/05/12	11/11/12	1	1	<del></del> _	0.00					
N 35 WPLG 11/05/	12 11/05/12	M-F Wheel of For M-F Wheel of For		7-730pm	1	:30	1 \$2,500.00 P-2	0.00 NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week		tating					
Week: 11/05/12	11/11/12	1		\$2,500.00	0.00	.00	4 64 500 00 0 0	0.00.004	4	. <b>64 E00 00</b>
N36 WPLG 11/05/	12 11/05/12	M-F 7-9a GMA Good Morning Ar	CM merica	7-9am (7:00 AM-8:00 A	1	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	Weekdays	Spots/Week	•	tating					
Week: 11/05/12	11/11/12	1	1		0.00					
N 37 WPLG 11/05/	12 11/05/12	M-F Jeopardy M-F Jeopardy	СМ	730-8pm	1	:30	1 \$3,000.00 P-2	0.00 NM	. 1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week		tating					
Week: 11/05/12	11/11/12	1		\$3,000.00	0.00	.20	4.000 000 00 D 0	0.00 NIM		<b>#20.000.00</b>
N38 WPLG 11/05/	12 11/05/12	Mon 8-9p Dancing With The		(8:00 PM-10:00		:30	1\$30,000.00 P-2	0.00 NM	1	\$30,000.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate R \$30,000.00	tating 0.00					
Week: 11/05/12 N39 WPLG 11/05/	11/11/12		CM	7-9am	1	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
	End Date	Good Morning Ar Weekdays		(8:00 AM-9:00 A		100	. 4.,000.00			* 1,223.23
Start Date Week: 11/05/12	11/11/12	1		\$1,500.00	0.00					
N40 WPLG 11/05/		M-F 9a Live/Kelly Live With Kelly		9-10a (9:00 AM-9:30 A	1	:30	1 \$700.00 P-2	0.00 NM	1	\$700.00
Start Date	End Date	Weekdays	Spots/Week	•	Rating					
Week: 11/05/12	11/11/12	1	1	\$700.00	0.00					
N 41 WPLG 11/03/	12 11/03/12	Sa Wknd Early Sa Weekend Ear		Various (7:00 PM-7:30 P	1- PM)	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate R	Rating					



253750

Flight Dates 10/30/12-11/05/12

**Hiatus Dates** 

Original Date / Revision 07/10/12/ 08/27/12

Order Sep

00:15:00

Advertiser ISS/Amer. Crossroads

Ln Ch Start End	Inventory Code Break	Start/End Time Days	s Len Spo	ots Rate Pri	Rtg Type \$	Tota Spots	ls Amount
N41 WPLG 11/03/12 11/03/12	<u> </u>		•	1 \$1,500.00 P-2		1	\$1,500.00
		\$1,500.00 0.00 t/End Time	<u>Weekdays</u> 80 PSa		Rtg Type 0.00 NM		
See MG 41,2 [NO SHOW] 2 NPLG 10/29/12-11/04/12 S <sub> </sub>	ports Saturday during Colleç7-8F	<b>)</b>	Sa	- :30 \$1,500.00	0.00 NM		
MG for 41.1 11/03     [TIME PERIOD CORRECTION CORR	CTION: SAT NEWS WILL AIR 7	'-8P]					
N42 WPLG 11/03/12 11/03/12	Sa GMA CM Sat/Good Morning Ame	8-9am (8:00 AM-8:30 AM)	1- :30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	Rate Rating \$1,800.00					
N43 WPLG 11/03/12 11/03/12	Local 10 News Saturd	9-10:30am (9:00 AM-9:30 AM)	1- :30	1 \$700.00 P-2	0.00 NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week						
N44 WPLG 11/04/12 11/04/12	SUN 11-1130P CM SUN 11-1135P	11-1135P (11:00 PM-11:30 PM)	1 :30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$3,000.00 0.00					
N45 WPLG 11/04/12 11/04/12	Su 7-8p CM AFHV	7-8p (7:00 PM-8:00 PM)	:1 :30	1 \$6,000.00 P-2	0.00 NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12		\$6,000.00 0.00					
1 WPLG 10/29/12-11/04/12 S		<u>t/End Time</u> (7:00 PM-8:0	<u>Weekdays</u> 00 PS		Rtg Type 0.00 NM		
See MG 45.2 2 WPLG 11/04/12-11/04/12 St	unday Prime Special 7-8p	•	S	u :30 \$6,000.00	0.00 NM		
⊕ MG for 45.1 11/04  [PROGRAM CHANGE: I	LOCAL SPECIAL"BEFORE YOU	J VOTE"]					
N46 WPLG 11/04/12 11/04/12	7a-Sun LCL 10 News CM Local 10 News Sunday	7-8am (7:30 AM-8:00 AM)	1 :30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$1,500.00 0.00					
N47 WPLG 11/04/12 11/04/12			1 :30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week						
N 48 WPLG 11/01/12 11/01/12	M-F 1p The Chew CM The Chew	1-2p1 (1:00 PM-2:00 PM)	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$600.00 0.00					
N49 WPLG 11/01/12 11/01/12	M-F 11-1135P CM M-F 11-1135P	11-1135P1	:30	1 \$3,700.00 P-2	0.00 NM	1	\$3,700.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12		\$3,700.00 0.00					
N50 WPLG 11/01/12 11/01/12	M-F 1135-12:06a NightliิM M-F Nightline	1135p-1206am1 (11:35 PM-12:05 XM)	L :30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00



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Flight Dates 10/30/12-11/05/12

Hiatus Dates

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Advertiser ISS/Amer. Crossroads

Ln Ch Start	t End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type	Tota Spots	ıls Amount
N50 WPLG 11/01/			1135p-1206am1	•	\$1,800.00 P-2		1	\$1,800.00
<b>.</b>		M-F Nightline	(11:35 PM-12:05 XM)					
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays Spots/Week	Rate Rating \$1,800.00 0.00				'. 	
N51 WPLG 11/01/			11-12n1	:30 1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
		M-F The View						
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays Spots/Week	Rate Rating \$1,000.00					
N 52 WPLG 11/01/			12-1PM1	:30 1	\$600.00 P-2	0.00 NM	1	\$600.00
		M-F LCL 10 News @ No	(12:30 PM-1:00 PM)					
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays Spots/Week	· <del> </del>					
N 53 WPLG 11/01			12-1PM1	:30 1	\$600.00 P-2	0.00 NM	1	\$600.00
		M-F LCL 10 News @ No	(12:00 PM-12:30 PM)		*		,	<b>4</b>
Start Date	End Date	Weekdays Spots/Week						
Week: 10/29/12 N54 WPLG 11/01	11/04/12	M-F 3p Katie Couric CM	\$600.00 0.00 3-4p1	:30 1	\$700.00 P-2	0.00 NM	1	\$700.00
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		Katie Couric	(3:00 PM-4:00 PM)	.00 1	ψ/00.001 2	0.00 11111	•	Ψ700.00
Start Date		Weekdays Spots/Week	<del></del>					
Week: 10/29/12 N 55 WPLG 11/01/	11/04/12	1 1 M-F 4p Dr Oz CM	\$700.00 0.00 4-5p1	:30 1	\$900.00 P-2	0.00 NM	1	\$900.00
1400 441 20 11/01/	712 11/01/12	Dr Oz	(4:30 PM-5:00 PM)	.50 1	φθυυ.υυ 12	0.00 14141		φθ00.00
Start Date	End Date	Weekdays Spots/Week						
Week: 10/29/12 N56 WPLG 11/01/	11/04/12	1 1 M-F 5a LCL News CM	\$900.00 0.00 5-6am1	:30 1	\$750.00 P-2	0.00 NM	1	\$750.00
1130 WI LG 11/01/	/12   11/01/12	LCL 10 News @ 5am	(5:00 AM-5:30 AM)	.50 1	φ130.00 F-2	0.00 14141	•	φ/30.00
Start Date		Weekdays Spots/Week						
Week: 10/29/12 N57 WPLG 11/01/	11/04/12	1 1 M-F 5p LCL News CM		:30 1	¢4 000 00 D 0	0.00 NM	1	<b>#4 000 00</b>
NOT WELD THOU	/12   1/01/12	Local 5p News	5-6p1 (5:00 PM-5:30 PM)	.30 1	\$1,200.00 P-2	U.UU INIVI	ı	\$1,200.00
Start Date	End Date	Weekdays Spots/Week						
Week: 10/29/12 N58 WPLG 11/01	11/04/12	1 1	* 1,		A750.00.D.0	0.00.104		<b>4770.00</b>
NOO WELG THUI	/12   11/01/12	M-F 5a LCL News CM LCL 10 News @ 5am	5-6am1 (5:30 AM-6:00 AM)	:30 1	\$750.00 P-2	0.00 NM	1	\$750.00
Start Date		Weekdays Spots/Week	,					
Week: 10/29/12	11/04/12	1 1			A / 000 00 D 0			
N 59 WPLG 11/01	/12 11/01/12	M-F 5p LCL News CM Local 5p News	5-6p1 (5:30 PM-6:00 PM)	:30 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date	End Date	Weekdays Spots/Week						
Week: 10/29/12	11/04/12		\$1,200.00 0.00					
N 60 WPLG 11/01	/12 11/01/12	M-F 6a LCL News CM LCL 10 News @ 6am	6-7am1 (6:00 AM-6:30 AM)	:30 1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	Weekdays Spots/Week						
Week: 10/29/12	11/04/12		\$1,500.00 0.00					
N61 WPLG 11/01	/12 11/01/12	•	6-630pm1	:30 1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
Start Date	End Date	M-F Local News Weekdays Spots/Week	(6:00 PM-6:30 PM) <u>Rate</u> <u>Rating</u>					
Week: 10/29/12	11/04/12		\$2,000.00 0.00					
N 62 WPLG 11/01	/12 11/01/12		6-7am1	:30 1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	LCL 10 News @ 6am Weekdays Spots/Week	(6:30 AM-7:00 AM) Rate Rating					
<u>Juit Dato</u>	<u> </u>		i interest i i i i i i i i i i i i i i i i i i i					



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Flight Dates 10/30/12-11/05/12

**Hiatus Dates** 

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Order Sep

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Advertiser ISS/Amer. Crossroads

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	als Amount
N 62 WPLG 11/01/1	2 11/01/12	M-F 6a LCL News	СМ	6-7am	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
		LCL 10 News @ 6a		(6:30 AM-7:0	•						
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays S	Spots/Week	<u>Rate</u> \$1,500.00	Rating 0.00						
N63 WPLG 11/01/1		M-F Wheel of Fortu		7-730pm	1	:30	1	\$2,500.00 P-2	0.00 NM	. 1	\$2,500.00
1100 111 20 11/01/1	2 11,01,12	M-F Wheel of Fortu		Поории	_	100	•	<b>42</b> ,000.001 2	0.00 11		φ,σσσισσ
Start Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10/29/12	11/04/12	1		\$2,500.00	0.00						
N 64 WPLG 11/01/1	2 11/01/12	M-F 7-9a GMA Good Morning Ame	CM	7-9am (7:00 AM-8:0	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	•	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	1		\$1,500.00	0.00						
N65 WPLG 11/01/1	2 11/01/12	M-F Jeopardy	СМ	730-8pm	1	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
		M-F Jeopardy		(7:30 PM-8:0	_ :						
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S	Spots/Week	<u>Rate</u> \$3,000.00	Rating						
N 66 WPLG 11/01/1			CM	<del>\$3,000.00</del> 7-9am	0.00	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
1400 141 20 11/01/1	2 11/01/12	Good Morning Ame		(8:00 AM-9:0		.00	,	Ψ1,000.0012	0.00 14141	'	ψ1,000.00
Start Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29/12	11/04/12	1		\$1,500.00	0.00						
N67 WPLG 11/01/1	2 11/01/12		СМ	9-10a	1	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
Start Date	End Date	Live With Kelly Weekdays	Spots/Week	(9:00 AM-9:3 Rate	Rating						
Week: 10/29/12	11/04/12	1	1	\$700.00	0.00						
N 68 WPLG 10/30/1	2 10/30/12	M-F 1p The Chew	СМ	1-2p	-1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
		The Chew		(1:00 PM-2:0							
Start Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 10/29/12 N69 WPLG 10/30/1	11/04/12	M-F 11-1135P	CM	\$600.00 11-1135P	0.00	:30	1	\$3,700.00 P-2	0.00 NM	1	\$3,700.00
1103 111 EC 10/00/1	2 10/00/12	M-F 11-1135P	Olvi	11-11001	<b>-</b>	.00	,	ψο,700.001 2	0.00 14111	ı '	ψο,,, ου.ου
Start Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29/12	11/04/12	-1		\$3,700.00	0.00						
N 70 WPLG 10/30/1	2 10/30/12		lightli©M	1135p-1206 (11:35 PM-1		:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
Start Date	End Date	M-F Nightline Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	-1		\$1,800.00	0.00						
N71 WPLG 10/30/1	2 10/30/12	M-F 11a The View	СМ	11-12n	-1	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
		M-F The View									
Start Date	End Date	Weekdays 5	Spots/Week		Rating						
Week: 10/29/12 N72 WPLG 10/30/1	11/04/12		CM	\$1,000.00 12-1PM	0.00	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
N72 WPLG 10/30/1	2 10/30/12	M-F LCL 10 News		(12:30 PM-1		.50	'	ψ000.001 -2	0.00 14141		Ψ000.00
Start Date	End Date		Spots/Week		Rating						
Week: 10/29/12	11/04/12	-1	1	\$600.00	0.00						
N73 WPLG 10/30/1	2 10/30/12	M-F 12n News	CM	12-1PM	-1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
0tt Dt-	C D-4-	M-F LCL 10 News	_	(12:00 PM-1							
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays 5	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
N74 WPLG 10/30/1	***************************************		c CM	3-4p	-1	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
		Katie Couric		(3:00 PM-4:0	00 PM)						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					Ī	



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Flight Dates 10/30/12-11/05/12

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Advertiser ISS/Amer. Crossroads

Ln Ch Start	End	Inventory Code	Break	Start/End	Гime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
N74 WPLG 10/30/1	2 10/30/12	M-F 3p Katie Coบ Katie Couric	ıric CM	3-4p (3:00 PM-4:	-1 00 PM)	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	-1	1	\$700.00	0.00			*****	0.00.1114	4	
N 75 WPLG 10/30/1:	2 10/30/12	M-F 4p Dr Oz Dr Oz	СМ	4-5p (4:30 PM-5:	-1 00 PM)	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays -1	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
N 76 WPLG 10/30/1:		M-F 5a LCL New	s CM	5-6am	-1	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
2		LCL 10 News @		(5:00 AM-5:					l		
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$750.00	<u>Rating</u> 0.00						
N 77 WPLG 10/30/1			·	5-6p	-1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
		Local 5p News		(5:00 PM-5:	30 PM)			, , ,			, ,,
Start Date	End Date	Weekdays -1	Spots/Week	Rate	Rating						
Week: 10/29/12 N 78 WPLG 10/30/1	11/04/12	M-F 5a LCL New	s CM	\$1,200.00 5-6am	0.00	:30	1	\$750.00 P-2	0.00 NM	1	\$750.0
1470 441 20 10/00/1	2 10/00/12	LCL 10 News @		(5:30 AM-6:	<del>-</del>	.50	,	₩130.00 Γ-2	0.00 INIVI	'	φ/30.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -1	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00						
N 79 WPLG 10/30/1		M-F 5p LCL New Local 5p News		5-6p (5:30 PM-6:	-1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29/12	11/04/12	-1	1	\$1,200.00	0.00				0.00.104		<b>44 700 0</b>
N 80 WPLG 10/30/1	2 10/30/12	M-F 6a LCL New LCL 10 News @		6-7am (6:00 AM-6:	-1 30 AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	-1	1	\$1,500.00	0.00						
N81 WPLG 10/30/1	2 10/30/12	M-F 6p LCL New M-F Local News	s CM	6-630pm	-1	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	-1		\$2,000.00	0.00			<b>44 500 00 D 0</b>	0.00.101		<b>44 500 0</b> 4
N 82 WPLG 10/30/1	2 10/30/12	M-F 6a LCL News LCL 10 News @		6-7am (6:30 AM-7:	-1 00 AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29/12	11/04/12	-1		\$1,500.00	0.00						
N 83 WPLG 10/30/1	2 10/30/12	M-F Wheel of Fo		7-730pm	-1	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.0
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	-1	1	\$2,500.00	0.00						
N 84 WPLG 10/30/1	2 10/30/12		CM	7-9am	-1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	Good Morning Ar Weekdays	nerica <u>Spots/Week</u>	(7:00 AM-8: Rate	OU AM) Rating						
Week: 10/29/12	11/04/12	-1		\$1,500.00	0.00						
N 85 WPLG 10/30/1	2 10/30/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	-1	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00	0.00			A. =====			<b>.</b>
N 86 WPLG 10/30/1	2 10/30/12	M-F 7-9a GMA Good Morning Ar	CM nerica	7-9am (8:00 AM-9:	-1 00 AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	<u>Weekdays</u>		-	•						



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Flight Dates 10/30/12-11/05/12

**Hiatus Dates** 

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Advertiser ISS/Amer. Crossroads

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	als Amount
N86 WPLG	10/30/1	2 10/30/12	M-F 7-9a GMA	СМ	7-9am	-1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
			Good Morning An		(8:00 AM-9:0	00 AM)						
Sta Week: 10/2	rt Date	End Date 11/04/12	<u>Weekdays</u> -1	Spots/Week	<u>Rate</u> \$1,500.00	Rating 0.00						
N87 WPLG					9-10a	-1	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
		0,00,	Live With Kelly	0	(9:00 AM-9:		.00		ψ/00.001 2	0.00 14101	'	Ψ100.00
<del></del>	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week		Rating				·		
Week: 10/:		11/04/12	-1	1	\$700.00	0.00					_	
			M-F 1p The Chew The Chew		1-2p (1:00 PM-2:0	1 00 PM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
<u>Sta</u> Week: 10/	rt Date	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week		Rating						
			M-F 11-1135P	CM	\$600.00 11-1135P	0.00	:30		\$3,700.00 P-2	0.00 NM	1	\$3,700.00
			M-F 11-1135P			1	.30	1	φ3,700.00 P-2	U.UU INIVI	,	<b>\$3,700.00</b>
Sta Week: 10/2	<u>rt Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,700.00	<u>Rating</u> 0.00						
N90 WPLG	10/31/1	2 10/31/12	M-F 1135-12:06a M-F Nightline		1135p-1206 (11:35 PM-1		:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	-	Rating						
Week: 10/2		11/04/12	1	1	\$1,800.00	0.00						
N91 WPLG	10/31/1	2 10/31/12	M-F 11a The View M-F The View	v CM	11-12n	1	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
<u>Sta</u> Week: 10/2	<u>rt Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
N92 WPLG	10/31/1	2 10/31/12	M-F 12n News	CM	12-1PM	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
			M-F LCL 10 News	s @ No	(12:30 PM-1	:00 PM)						
<u>Sta</u> Week: 10/2	rt Date	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
			M-F 12n News	CM	12-1PM	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
		,	M-F LCL 10 News		(12:00 PM-1	2:30 PM)		•	φοσοίσσι 2	0.00 / 1111		Ψ000.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2		11/04/12	1	1	\$600.00	0.00						
N94 WPLG	10/31/1	2 10/31/12	M-F 3p Katie Cou Katie Couric	ric CM	3-4p (3:00 PM-4:0	1 00 PM)	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	1	1	\$700.00	0.00	.00	1	#000 00 D 0	0.00 NM	4	<b>#</b> 000 00
N95 WFLG	10/31/1	2 10/31/12	M-F 4p Dr Oz Dr Oz	СМ	4-5p (4:30 PM-5:0	1 00 PM)	:30	1	\$900.00 P-2	O.OO INIVI	'	\$900.00
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	•	Rating						
Week: 10/2		11/04/12	1	1	\$900.00	0.00						
N96 WPLG	10/31/1	2 10/31/12	M-F 5a LCL News		5-6am	1	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
Star	rt Date	End Date	LCL 10 News @ 9	Spots/Week	(5:00 AM-5:3 Rate	Rating						
Week: 10/		11/04/12	1	1		0.00						
N97 WPLG	10/31/1	2 10/31/12	M-F 5p LCL News Local 5p News	s CM	5-6p (5:00 PM-5:3	1 30 PM)	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
<u>S</u> ta	rt Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10/		11/04/12	1		\$1,200.00	0.00					,	
N98 WPLG	10/31/1	2 10/31/12	M-F 5a LCL News LCL 10 News @ 9		5-6am (5:30 AM-6:0	1 00 AM)	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						

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Contract / Revision

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Flight Dates 10/30/12-11/05/12

**Hiatus Dates** 

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Order Sep

Advertiser ISS/Amer. Crossroads

Product AMERICAN CROSSROADS Estimate # 694

								<u>.</u>			
Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	ls Amount
N 98 WPLG 10/31/12	10/31/12	M-F 5a LCL News	СМ	5-6am	1	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
0		LCL 10 News @ 5ar		(5:30 AM-6:0	,						
	End Date	<u>Weekdays</u> Sı	oots/Week	Rate	Rating						
N99 WPLG 10/31/12	11/04/12		1	\$750.00	0.00			*			
N99 WPLG 10/31/12	10/31/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:0	1 00 PM)	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date	End Date	Weekdays Si	oots/Week	<u>Rate</u>	Rating						
Week: 10/29/12	11/04/12	1	1	\$1,200.00	0.00						
N100 WPLG 10/31/12	10/31/12	M-F 6a LCL News LCL 10 News @ 6ar	CM n	6-7am (6:00 AM-6:3	1 30 AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	•	oots/Week	•	Rating						
Week: 10/29/12	11/04/12	1		\$1,500.00	0.00						
N101 WPLG 10/31/12	10/31/12	M-F 6p LCL News M-F Local News	CM	6-630pm	1	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
Start Date	End Date	Weekdays Si	oots/Week	Rate	Rating						
	11/04/12	1		\$2,000.00	0.00						
N102 WPLG 10/31/12	10/31/12	M-F 6a LCL News	CM	6-7am	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
		LCL 10 News @ 6ar	m	(6:30 AM-7:0	00 AM)			,			* . ,
Start Date	End Date	Weekdays S	ots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	1	1	\$1,500.00	0.00						
N103 WPLG 10/31/12	10/31/12	M-F Wheel of Fortur M-F Wheel of Fortur		7-730pm	1	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
Start Date	End Date	Weekdays Sı	ots/Week	<u>Rate</u>	Rating						
Week: 10/29/12	11/04/12	1	1	\$2,500.00	0.00						
N104 WPLG 10/31/12	10/31/12	M-F 7-9a GMA	СМ	7-9am	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
		Good Morning Amer	ica	(7:00 AM-8:0	00 AM)						
	End Date		oots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	1	1	\$1,500.00	0.00						
N105 WPLG 10/31/12	10/31/12	M-F Jeopardy M-F Jeopardy	СМ	730-8pm	1	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
Start Date	End Date	Weekdays S	oots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	1	1	\$3,000.00	0.00						
N106 WPLG 10/31/12	10/31/12	M-F 7-9a GMA	СМ	7-9am	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
		Good Morning Amer	ica	(8:00 AM-9:0	00 AM)						
Start Date	End Date	Weekdays St	ots/Week	<u>Rate</u>	Rating						
Week: 10/29/12	11/04/12	1	1	\$1,500.00	0.00						
N107 WPLG 10/31/12	10/31/12	M-F 9a Live/Kelly	СМ	9-10a	1	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
		Live With Kelly		(9:00 AM-9:3	ŕ						
	End Date		oots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	1	1	\$700.00	0.00						

107\$192,700.00 Totals

# SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance, or Refers to But is Not Authorized by a Candidate)

CC	NTRACT N	0. <u>853670</u>
1.	THE CONT	ACT PERSON FOR THE PURCHASER IS:  Elisa Clayd  Name  600 Fairmount Ave St. 306 Towson, MD 2128, Address
		416-825-0231 Phone Number
2.	THE TOP C ARE:	Steven Law
3.	IF THE AD	REFERS TO A CANDIDATE:
	a.	The name of the candidate is
	b.	The candidate seeks election to the office of in the □ Primary Election, □ General Election, or □ Special Election.
4.	IF THE AD	REFERS TO AN ISSUE:
	a.	The issue is <u>Crossroads</u> GPS
	b.	The Purchaser is <u>Mentzer Media Elise Cloy</u> d

**NOTE:** If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.

**GENERAL** 



Contract / Revision

Flight Dates 10/02/12-10/08/12

Order Sep 00:15:00

**Product** Estimate # 1736 **AMERICAN CROSSROADS** Alt Order # 06226983

Billing Type Cash Original Date / Revision

Agency Com 15% 07/09/12

Order Type **Billing Contact** Billing Cycle EOM/EOC

Advertiser ISS/Amer. Crossroads 600 Fairmount Ave., Ste 306 Billing Calendar BROADCAST

Towson, MD 21286-1002 <u>Demographic</u> A35+

**Mentzer Media Services** Agency **ISSUE Rev Codes** AGY POL **Buying Contact** 

Sales Office DC Product Codes PL-Ballot-Related

P-2 Sales Region NAT Priority

\$191,300.00

600 Fairmount Ave., Ste 306 Agency Ref Advertiser Ref Towson, MD 21286-1002

**Primary Account Executive** Aaron Ashe

Totals

Account Executive Order% Start Date **End Date** Aaron Ashe 100%

\$162,605.00

91

253670 /

08/07/12

Order Share 30% Market Value 637666

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	29%	184923
WPXM	%	0
WSVN	27%	172170
WTV.I	14%	89273

**Order Totals Billing Plan** Rating Start Date End Date # Spots Net Amount Gross Amount # of Spots Net Amount Gross Amount Month 0.00 10/01/12 10/08/12 \$162,605.00 \$191,300.00 October 2012 91 \$162,605.00 \$191,300.00 0.00

			5 .	O. UE 1.T			D-4- D-	Dia Ton	Tota	
Ln Ch Star	t End	Inventory Code	Break	Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
N 1 WPLG 10/02	/12 10/05/12	M-F 7-9a GMA	CM	7-9am	-TWTF	:30	8 \$1,500.00 P-2	0.00 NM	8	\$12,000.00
		Good Morning Ar	merica	(7:00 AM-8:0	00 AM)					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/01/12	10/07/12	-TWTF	8	\$1,500.00	0.00					
N 2 WPLG 10/02	/12 10/05/12	M-F 7-9a GMA	СМ	7-9am	-TWTF	:30	8 \$1,500.00 P-2	0.00 NM	8	\$12,000.00
		Good Morning Ar	nerica	(8:00 AM-9:0	00 AM)					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12	10/07/12	-TWTF	8	\$1,500.00	0.00					
N 3 WPLG 10/02	/12 10/05/12	M-F 12n News	СМ	12-1PM	-TWTF	:30	8 \$600.00 P-2	0.00 NM	8	\$4,800.00
		M-F LCL 10 New	s @ No							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12	10/07/12	-TWTF	8	\$600.00	0.00					
N 4 WPLG 10/02	/12 10/05/12	M-F 5p LCL New	s CM	5-6p	-TWTF	:30	4 \$1,200.00 P-2	0.00 NM	4	\$4,800.00
		Local 5p News		(5:30 PM-6:0	00 PM)					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12	10/07/12	-TWTF	4	\$1,200.00	0.00					•
N 5 WPLG 10/02	/12 10/05/12		CM	6-630pm	TWTF	:30	4 \$2,000.00 P-2	0.00 NM	4	\$8,000.00



253670

Flight Dates 10/02/12-10/08/12

**Hiatus Dates** 

Original Date / Revision 07/09/12/ 08/07/12

Order Sep 00:15:00

Advertiser ISS/Amer. Crossroads

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots Rate P	ri Rtg Type	Tota	als Amount
En on Start Life	M-F 6p LCL News	Statuting Time Days	Len opots Trate I	ii ixig iype	орого	Amount
	M-F Local News	(6:00 PM-6:30 PM)			ı	
Start Date End Dat Week: 10/01/12 10/07/12		Rate Rating \$2,000.00				
N 6 WPLG 10/02/12 10/05/1	<u> </u>	7-730pm -TWTF (7:00 PM-7:30 PM)	:30 8 \$2,500.00 P	-2 0.00 NM	8	\$20,000.00
<u>Start Date</u> <u>End Dat</u> Week: 10/01/12 10/07/12		Rate Rating \$2,500.00				
N 7 WPLG 10/02/12 10/05/1	2 M-F Jeopardy CM M-F Jeopardy	730-8pm -TWTF (7:30 PM-8:00 PM)	:30 8 \$3,000.00 P	-2 0.00 NM	8	\$24,000.00
<u>Start Date</u> <u>End Dat</u> Week: 10/01/12 10/07/12				·		
Week: 10/01/12 10/07/12 N 8 WPLG 10/02/12 10/05/1		3 \$3,000.00 0.00 11-1135P -TWTF (11:00 PM-11:35 PM)	:30 8 \$3,700.00 P	-2 0.00 NM	8	\$29,600.00
Start Date End Dat Week: 10/01/12 10/07/12	<u> Weekdays</u> <u>Spots/Week</u>	·				
N 9 WPLG 10/02/12 10/05/		1135p-1206am -TwTF (11:35 PM-12:05 XM)	:30 4 \$1,800.00 P	-2 0.00 NM	4.	\$7,200.00
<u>Start Date</u> <u>End Dat</u> Week: 10/01/12 10/07/12		Rate Rating \$1,800.00				
N 10 WPLG 10/02/12 10/02/	2 Tue 10-11p CM Private Practice	10-11p -1	:30 1 \$8,000.00 P	-2 0.00 NM	1	\$8,000.00
<u>Start Date</u> <u>End Dat</u> Week: 10/01/12 10/07/12	-1	\$8,000.00 0.00				
N11 WPLG 10/06/12 10/06/	College FB Sat Prime	8-11:30P1- (8:00 PM-11:00 PM)	:30 1 \$6,000.00 P	-2 0.00 NM	1	\$6,000.00
Start Date End Date Week: 10/01/12 10/07/12		<u>Rate</u> <u>Rating</u> \$6,000.00 0.00				
N12 WPLG 10/07/12 10/07/		6-7am2	:30 2 \$500.00 P	-2 0.00 NM	2	\$1,000.00
<u>Start Date</u> <u>End Dat</u> Week: 10/01/12 10/07/12		\$500.00 0.00				
N13 WPLG 10/07/12 10/07/	9a-Sun LCL 10 News	9-1030am2	:30 2 \$700.00 P	-2 0.00 NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12		<u>Rate</u> <u>Rating</u> 2 \$700.00 0.00				
N14 WPLG 10/07/12 10/07/	This Week (ABC)	1030-1130am1 (10:30 AM-11:30 AM)	:30 1 \$1,700.00 P	-2 0.00 NM	1	\$1,700.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	1	\$1,700.00 0.00				
N 15 WPLG 10/07/12 10/07/	This Week in South F	1130a-12n1 (11:30 AM-12:00 PM)	:30 1 \$700.00 P	-2 0.00 NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	1 ·	\$700.00 0.00				<b>*</b> 2 <b>-</b> 22 <b>-</b> 2
N 16 WPLG 10/07/12 10/07/	Sunday Weekend Early	various1 (6:30 PM-7:00 PM)	:30 1 \$2,500.00 P	-2 0.00 NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/13		<u>Rate</u> <u>Rating</u> 1 \$2,500.00 0.00			İ	
N17 WPLG 10/07/12 10/07/		11-1135P1 (11:00 PM-11:30 PM)	:30 1 \$3,000.00 P	-2 0.00 NM	1	\$3,000.00
Start Date End Da					i	



253670

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 07/09/12/ 08/07/12

Order Sep 00:15:00

Advertiser ISS/Amer. Crossroads

Ln Ch St	tart	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots Rate Pri	Rtg Type	Tota Spots	als Amount
N 17 WPLG 10/	/07/12	2 10/07/12	SUN 11-1130P SUN 11-1135P	СМ	11-1135P (11:00 PM-1	1 11:30 PM)	:30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
<u>Start Da</u> Week: 10/01/1		End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00					
N 18 WPLG 10/	/08/12	2 10/08/12	M-F 7-9a GMA Good Morning Ar	CM nerica	7-9am (7:00 AM-8:	2 00 AM)	:30	2 \$1,500.00 P-2	0.00 NM	2	\$3,000.00
<u>Start Da</u> Week: 10/08/1		End Date 10/14/12	Weekdays 2	Spots/Week 2	Rate \$1,500.00	<u>Rating</u> 0.00				*	
N19 WPLG 10/	/08/12	2 10/08/12	M-F 7-9a GMA Good Morning Ar	CM nerica	7-9am (8:00 AM-9:	2 00 AM)	:30	2 \$1,500.00 P-2	0.00 NM	2	\$3,000.00
Start Da Week: 10/08/1	2	End Date 10/14/12	<u>Weekdays</u> 2	Spots/Week 2	<u>Rate</u> \$1,500.00	Rating 0.00					
N20 WPLG 10/	/08/12	2 10/08/12	M-F LCL 10 New	CM s @ No	12-1PM	2	:30	2 \$600.00 P-2	0.00 NM	2	\$1,200.00
Start Da Week: 10/08/1	2	End Date 10/14/12	Weekdays 2	Spots/Week 2	<u>Rate</u> \$600.00	Rating 0.00					
N21 WPLG 10/	/08/12	2 10/08/12	M-F 5p LCL New Local 5p News	s CM	5-6p (5:30 PM-6:	1 00 PM)	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
<u>Start Da</u> Week: 10/08/1	2	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,200.00	<u>Rating</u> 0.00					
N22 WPLG 10/	/08/12	2 10/08/12	M-F 6p LCL New M-F Local News	s CM	6-630pm	1	:30	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
Start Da Week: 10/08/1		End Date 10/14/12	Weekdays 1	Spots/Week 1	Rate \$2,000.00	Rating 0.00					
N23 WPLG 10/	/08/12	2 10/08/12	M-F Wheel of Fo M-F Wheel of Fo		7-730pm	2	:30	2 \$2,500.00 P-2	0.00 NM	2	\$5,000.00
<u>Start Da</u> Week: 10/08/1		End Date 10/14/12	Weekdays 2	Spots/Week 2	<u>Rate</u> \$2,500.00	Rating 0.00					
N24 WPLG 10/	/08/12	2 10/08/12	M-F Jeopardy M-F Jeopardy	СМ	730-8pm	2	:30	2 \$3,000.00 P-2	0.00 NM	2	\$6,000.00
Start Da Week: 10/08/1		End Date 10/14/12	Weekdays 2	Spots/Week 2	<u>Rate</u> \$3,000.00	Rating 0.00					
N 25 WPLG 10/	/08/12	2 10/08/12	M-F 11-1135P M-F 11-1135P	СМ	11-1135P	2	:30	2 \$3,700.00 P-2	0.00 NM	2	\$7,400.00
Start Da Week: 10/08/1		End Date 10/14/12	Weekdays 2	Spots/Week 2	<u>Rate</u> \$3,700.00	Rating 0.00					
N26 WPLG 10/	/08/12	2 10/08/12	M-F 1135-12:06a M-F Nightline		1135p-1206 (11:35 PM-1		:30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
<u>Start Da</u> Week: 10/08/1		End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,800.00	Rating 0.00					
N27 WPLG 10/	/08/12	2 10/08/12	Mon 10-11p Castle	СМ	10-11p (10:00 PM-1	1 l1:00 PM)	:30	1 \$9,000.00 P-2	0.00 NM	1	\$9,000.00
<u>Start Da</u> Week: 10/08/1		End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$9,000.00	Rating 0.00					
N28 WPLG 10/	/02/12	2 10/05/12	M-F 11a The View	w CM	11-12n	-TWTF	:30	4 \$1,000.00 P-2	0.00 NM	4	\$4,000.00
<u>Start Da</u> Week: 10/01/1		End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$1,000.00	Rating 0.00					
N29 WPLG 10/	/08/12	2 10/08/12	M-F 11a The View	w CM	11-12n	M	:30	1 \$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start Da	ate	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					



253670

Flight Dates 10/02/12-10/08/12

**Hiatus Dates** 

Original Date / Revision 07/09/12/ 08/07/12

Order Sep

00:15:00

Advertiser ISS/Amer. Crossroads

Product AMERICAN CROSSROADS Estimate #

1736

Ln Ch Start End	Inventory Code	Break Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	<u>Totals</u> Spots	Amount
N 29 WPLG 10/08/12 10/08/12	M-F 11a The View M-F The View	CM 11-12n	M	:30 1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots	Week <u>Rate</u> 1 \$1,000.00	<u>Rating</u> 0.00					

Totals 91\$191,300.00

# SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance, or Refers to But is Not Authorized by a Candidate)

CC	NTRACT N	0. 153749
1.	THE CONT	Michelle Santuoso Name  66 Canal Center Plaza Ste 555 Alexandria, U Address 22314  703-299-1760 Phone Number
2.	THE TOP (	Stephen DeMaura
3.	IF THE AD	REFERS TO A CANDIDATE:
	a.	The name of the candidate is
	b.	The candidate seeks election to the office ofin the □ Primary Election, □ General Election, or □ Special Election.
4.	IF THE AD	REFERS TO AN ISSUE:
	a.	The issue is Americans for Job Security.
	b.	The Purchaser is Michelle Santuoso - Crossroads Media

**NOTE:** If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.

00:15:00

06227811

Order Sep

Alt Order #



Contract / Revision

253749

### Flight Dates 10/16/12-10/22/12

**Product** Estimate # 693

Billing Type Cash Original Date / Revision 15%

Agency Com 07/10/12 08/07/12 Order Type **GENERAL** 

**Billing Contact** EOM/EOC Billing Cycle Advertiser ISS/Amer. Crossroads

**AMERICAN CROSSROADS** 

66 Canal Center Plaza Billing Calendar BROADCAST

Suite 555 Demographic A35+ Alexandria, VA 22314

Crossroads Media, LLC Agency **ISSUE Rev Codes** AGY POL

**Buying Contact** Sales Office DC Product Codes PL-Ballot-Related

Sales Region NAT **Priority** P-2

66 Canal Center Plaza Agency Ref Advertiser Ref Suite 555

Alexandria, VA 22314

Order%

107

\$163,795.00

Start Date

**Primary Account Executive** Aaron Ashe

Account Executive

Totals

Aaron Ashe 100% Order Share 28% Market Value 688214

**End Date** 

\$192,700.00

Competing Station % of Order Amount **WBFS** 0 % **WBZL** 0 **WFOR** 30% 206464 **WPXM** % 30% 206464 **WSVN** WTVJ 12% 82585

**Billing Plan Order Totals** Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots **Net Amount Gross Amount** \$163,795.00 \$192,700.00 0.00 10/01/12 10/22/12 107 October 2012 \$163,795.00 \$192,700.00 107 0.00

											<u>Tota</u>	<u>ls</u>
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WPLG	10/19/1	2 10/19/12	M-F 1p The Chew	/ CM	1-2p	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
			The Chew									
<u>Start</u>	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/1:	5/12	10/21/12	1	1	\$600.00	0.00						
N 2 WPLG	10/19/1:	2 10/19/12	Fri 10-11p	CM	10-11p	1	:30	1	\$8,000.00 P-2	0.00 NM	1	\$8,000.00
			20/20									
Start	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/1	5/12	10/21/12	1	1	\$8,000.00	0.00						
N 3 WPLG	10/19/1:	2 10/19/12	M-F 11-1135P	СМ	11-1135P	1	:30	1	\$3,700.00 P-2	0.00 NM	1	\$3,700.00
			M-F 11-1135P									
Start	t Date	End Date	Weekdays .	Spots/Week	<u>Rate</u>	Rating						•
Week: 10/1	5/12	10/21/12	1	1	\$3,700.00	0.00						
N 4 WPLG	10/19/1	2 10/19/12	M-F 1135-12:06a	Nightli@M	1135p-1206	6am1	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
			M-F Nightline	-	(11:35 PM-	12:05 XM)						
Start	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/1	5/12	10/21/12	1	1	\$1,800.00	0.00						
N 5 WPLG	10/19/1	2 10/19/12		CM	12-1PM	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00



253749

Flight Dates 10/16/12-10/22/12

**Hiatus Dates** 

Original Date / Revision 07/10/12/ 08/07/12

Order Sep

00:15:00

Advertiser ISS/Amer. Crossroads

Ln Ch	Start	End	Inventory Code	Prook	Stort/End	Time Dave	Len Sp	oto	Rate Pri	Dta Tuno	Tot	als Amount
LII OII	Start	LIIU	Inventory Code M-F 12n News	Dieak	Start/Enu	Time Days	ren ob	Ols	Nate FII	rtig Type	Spots	Amount
			M-F LCL 10 News	s @ No	(12:30 PM-1	1:00 PM)						
	art Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
Week: 10		2 10/21/12	M-F 12n News	1 1	\$600.00 12-1PM	0.00	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
N O WELG	10/18/1	2 10/19/12	M-F LCL 10 News		(12:00 PM-1	<del>-</del>	.50	'	φουσ.σσ Γ-2	U.OU INIVI	'	φουσ.σσ
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/21/12	1	1	\$600.00	0.00						
N 7 WPLG	10/19/1	2 10/19/12	M-F 3p Katie Cou Katie Couric	ric CM	3-4p	1	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
	art Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
Week: 10		10/21/12	M-F 4p Dr Oz	CM	\$700.00	0.00	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
N O WPLG	10/19/1	2 10/19/12	Dr Oz		4-5p (4:30 PM-5:	_	:30	1	ֆ900.00 P-2	U.UU INIVI	'	φ900.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	1	1	\$900.00	0.00						
N 9 WPLG	10/19/1	2 10/19/12	M-F 5a LCL News LCL 10 News @		5-6am (5:00 AM-5:	1 30 AM)	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/21/12	1	1	\$750.00	0.00			#4 000 00 P 0	0.00.1114		<b>#4 000 00</b>
			M-F 5p LCL News Local 5p News		5-6p (5:00 PM-5:	_ :	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
<u>Sta</u> Week: 10	art Date /15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00						
N11 WPLG	10/19/1	2 10/19/12	M-F 5a LCL News LCL 10 News @		5-6am (5:30 AM-6:	1 00 AM)	:30	1	\$750.00 P-2	0.00 NM	1 .	\$750.00
	art Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
Week: 10		10/21/12		s CM	\$750.00 5-6p	0.00	:30		\$1,200.00 P-2	0.00 NM	1	\$1,200.00
N 12 WFLG	10/19/1	2 10/19/12	M-F 5p LCL News Local 5p News	5 CIVI	(5:30 PM-6:	_	.50	'	Ψ1,200.001 -2	0.00 14141	'	Ψ1,200.00
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/15/12	10/21/12	1	1	\$1,200.00	0.00						
N 13 WPLG	10/19/1	2 10/19/12	M-F 6a LCL News LCL 10 News @		6-7am (6:00 AM-6:	1 30 AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10,		10/21/12	1		\$1,500.00	0.00	-00		#0.000.00 P.O	0.00 NIM		<b>#0.000.00</b>
N14 WPLG	10/19/1	2 10/19/12	M-F 6p LCL News M-F Local News	s CM	6-630pm	1	:30	7	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/21/12	1	· · · · · · · · · · · · · · · · · · ·	\$2,000.00	0.00			<b>44</b> 500 00 D 0	0.00.004		£4 E00 00
		2 10/19/12	M-F 6a LCL News LCL 10 News @		6-7am (6:30 AM-7:		:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
	art Date	End Date	Weekdays 1	Spots/Week	Rate	Rating					•	
Week: 10		10/21/12	1		\$1,500.00 7-730pm	0.00	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
N TO WPLG	10/19/1	12 10/19/12	M-F Wheel of For M-F Wheel of For		r-roopin		.50	,	Ψ2,000.001 -2	0.00 14141	<b>'</b>	Ψ2,000.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating 0.00						
Week: 10		10/21/12	M-F 7-9a GMA	CM	\$2,500.00 7-9am	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
N I/ WPLG	10/19/1	12 10/18/12	Good Morning Ar		(7:00 AM-8		.00	•	+ 1,0001001 2	2.20	•	1 : , ,
Sta	art Date	End Date	Weekdays	Spots/Week	•	Rating					I	



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Flight Dates 10/16/12-10/22/12

**Hiatus Dates** 

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Ln Ch Sta	rt End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	lls Amount
N 17 WPLG 10/19	9/12 10/19/12	M-F 7-9a GMA Good Morning An	CM nerica	7-9am (7:00 AM-8:00	1 D AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00						
N 18 WPLG 10/1	9/12 10/19/12	M-F Jeopardy M-F Jeopardy	СМ	730-8pm	1	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00						
N 19 WPLG 10/19	9/12 10/19/12	M-F 7-9a GMA Good Morning Ar	CM nerica	7-9am (8:00 AM-9:00	1 O AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00						
		M-F 9a Live/Kelly Live With Kelly	СМ	9-10a (9:00 AM-9:30	1 O AM)	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
N21 WPLG 10/2	2/12 10/22/12	M-F 1p The Chev The Chew	v CM	1-2p	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Start Date Week: 10/22/12	10/28/12	<u>Weekdays</u> 1	Spots/Week 1	\$600.00	Rating 0.00						
N 22 WPLG 10/2	2/12 10/22/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	1	:30	1	\$3,700.00 P-2	0.00 NM	1	\$3,700.0
<u>Start Date</u> Week: 10/22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,700.00	Rating 0.00						
N 23 WPLG 10/2	2/12 10/22/12	M-F 1135-12:06a M-F Nightline	Nightli <b>©</b> M	1135p-1206a (11:35 PM-12		:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.0
Start Date Week: 10/22/12	10/28/12	<u>Weekdays</u> 1		\$1,800.00	Rating 0.00						
		M-F 11a The View		11-12n	1	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.0
<u>Start Date</u> Week: 10/22/12	10/28/12	<u>Weekdays</u> 1		\$1,000.00	Rating 0.00						
N25 WPLG 10/2	2/12 10/22/12	M-F 12n News M-F LCL 10 New	_	12-1PM (12:00 PM-12	1 2:30 PM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
<u>Start Date</u> Week: 10/22/12	10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
N 26 WPLG 10/2	2/12 10/22/12	M-F 3p Katie Coบ Katie Couric	ıric CM	3-4p (3:00 PM-4:0	1 0 PM)	:30	1	\$700.00 P-2	0.00 NM	1	\$700.0
<u>Start Dat</u> Week: 10/22/12		<u>Weekdays</u> 1	Spots/Week 1		Rating 0.00						
N27 WPLG 10/2	2/12 10/22/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:0	1 0 PM)	:30	1	\$900.00 P-2	0.00 NM	1	\$900.0
<u>Start Dat</u> Week: 10/22/12	10/28/12	<u>Weekdays</u> 1	Spots/Week 1	\$900.00	Rating 0.00					1	
N28 WPLG 10/2	2/12 10/22/12	M-F 5a LCL New LCL 10 News @	5am	5-6am (5:00 AM-5:3		:30	1	\$750.00 P-2	0.00 NM	1	\$750.0
<u>Start Dat</u> Week: 10/22/12		<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						••
N 29 WPLG 10/2	2/12 10/22/12	M-F 5p LCL New Local 5p News	s CM	5-6p (5:00 PM-5:3	1 0 PM)	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.0
Start Dat	e End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					1	



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Ln Ch Start End	Inventory Code - Prock	Start/End Time Days	Len Spots Rate Pri		tals Amount
Ln Ch Start End N29 WPLG 10/22/12 10/22/12	Inventory Code Break  M-F 5p LCL News CM	5-6p 1	:30 1 \$1,200.00 P-2	Rtg Type Spots	\$1,200.00
1420 441 EG 10/22/12	Local 5p News	(5:00 PM-5:30 PM)	γ γ,200.001 2	0.00 14.11	Ψ1,200.00
Start Date End Date	Weekdays Spots/Week				
Week: 10/22/12 10/28/12 N30 WPLG 10/22/12 10/22/12		\$1,200.00 0.00 5-6am 1	:30 1 \$750.00 P-2	0.00 NM 1	\$750.00
1400 441 EO 10/22/12 10/22/12	LCL 10 News @ 5am	(5:30 AM-6:00 AM)	.00 1 ψ/00.001 2	0.00 1111	Ψ100.00
Start Date End Date	Weekdays Spots/Week				
Week: 10/22/12 10/28/12 N31 WPLG 10/22/12 10/22/12	1 1 M-F 5p LCL News CM	\$750.00 0.00 5-6p 1	:30 1 \$1,200.00 P-2	0.00 NM 1	\$1,200.00
N31 WFLG 10/22/12 10/22/12	Local 5p News	(5:30 PM-6:00 PM)	.30 Γ φ1,200.00 Γ-2	0.00 14101	φ1,200.00
Start Date End Date	Weekdays Spots/Week	Rate Rating			
Week: 10/22/12 10/28/12	1 1	\$1,200.00 0.00 6-7am 1	:30 1 \$1,500.00 P-2	0.00 NM 1	£4 E00 00
N 32 WPLG 10/22/12 10/22/12	M-F 6a LCL News CM LCL 10 News @ 6am	6-7am 1 (6:00 AM-6:30 AM)	:30 1 \$1,500.00 P-2	0.00 NM 1	\$1,500.00
Start Date End Date	Weekdays Spots/Week				
Week: 10/22/12 10/28/12		\$1,500.00 0.00	.20 4 \$2,000,00 D.O	0.00 NM 1	<b>PO 000 00</b>
N 33 WPLG 10/22/12 10/22/12	M-F 6p LCL News CM M-F Local News	6-630pm 1	:30 1 \$2,000.00 P-2	0.00 NM 1	\$2,000.00
Start Date End Date	Weekdays Spots/Week				
Week: 10/22/12 10/28/12		\$2,000.00 0.00	4 44 500 00 D 0	0.00 NB4	#4 F00 00
N 34 WPLG 10/22/12 10/22/12	M-F 6a LCL News CM LCL 10 News @ 6am	6-7am 1 (6:30 AM-7:00 AM)	:30 1 \$1,500.00 P-2	0.00 NM 1	\$1,500.00
Start Date End Date	Weekdays Spots/Week	·			
Week: 10/22/12 10/28/12		\$1,500.00 0.00			4
N 35 WPLG 10/22/12 10/22/12	M-F Wheel of Fortune CM M-F Wheel of Fortune	7-730pm 1	:30 1 \$2,500.00 P-2	0.00 NM 1	\$2,500.00
Start Date End Date	Weekdays Spots/Week	Rate Rating			
Week: 10/22/12 10/28/12	1 1	\$2,500.00 0.00			*
N 36 WPLG 10/22/12 10/22/12	M-F 7-9a GMA CM Good Morning America	7-9am 1 (7:00 AM-8:00 AM)	:30 1 \$1,500.00 P-2	0.00 NM 1	\$1,500.00
Start Date End Date	Weekdays Spots/Week	,			
Week: 10/22/12 10/28/12		\$1,500.00 0.00			
N37 WPLG 10/22/12 10/22/12		730-8pm 1	:30 1 \$3,000.00 P-2	0.00 NM 1	\$3,000.00
Start Date End Date	M-F Jeopardy Weekdays Spots/Week	Rate Rating			
Week: 10/22/12 10/28/12		\$3,000.00 0.00			
N38 WPLG 10/22/12 10/22/12		8-10p 1	:30 1\$30,000.00 P-2	0.00 NM 1	\$30,000.00
Start Date End Date	Dancing With The Sta <u>Weekdays</u> <u>Spots/Week</u>	(8:00 PM-10:00 PM) <u>Rate</u> <u>Rating</u>			
Week: 10/22/12 10/28/12		\$30,000.00 0.00			
N39 WPLG 10/22/12 10/22/12		7-9am 1	:30 1 \$1,500.00 P-2	0.00 NM 1	\$1,500.00
Start Data End Data	Good Morning America Weekdays Spots/Week	(8:00 AM-9:00 AM)  Rate Rating			
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12		\$1,500.00 0.00			
N 40 WPLG 10/22/12 10/22/12		9-10a 1	:30 1 \$700.00 P-2	0.00 NM 1	\$700.00
OL LD ( Part Data	Live With Kelly	(9:00 AM-9:30 AM)			
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	4			
N41 WPLG 10/20/12 10/20/12	Sa Wknd Early News CM	Various1-	:30 1 \$1,500.00 P-2	0.00 NM 1	\$1,500.00
	Sa Weekend Early New	(7:00 PM-7:30 PM)			
Start Date End Date	Weekdays Spots/Week	Rate Rating		•	



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Ln Ch	Start	End	Inventory Code	Break	Start/End	Гime Days	Len Spo	ots Rate Pri	Rtg Type	Tota Spots	Amount
N41 WPLG	10/20/12	2 10/20/12	Sa Wknd Early Sa Weekend Ear		Various (7:00 PM-7:	1-	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/1		10/21/12	1-		\$1,500.00	0.00					
Spot Ch	Date Rai	nge <u>De</u>	escription		/End Time	<u>v</u>	<u>Veekdays</u>	Length Rate	Rtg Type		
			a Wknd Early Ne	ws Vario	ous	(7:00 PM-7:30 P-	Sa	- :30 <del>(\$1,500.00)</del>	0.00 <i>NM</i>		
	MG 41										
			oorts Saturday dur	ing Colle(7-8P	•		Sa	- :30 \$1,500.00	0.00 NM		
	for 41.1 OGRAM		ON: SPORTS SA	TI							
N 42 WPLG				CM	8-9am	1-	:30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
1172 111 20	10/20/1/	10/20/12	Sat/Good Mornin		(8:00 AM-8:	_	.00	τ ψτ,000.001 Σ	0.00 (4141	•	ψ1,000.00
Star	t Date	End Date	Weekdays	Spots/Week	` Rate	Rating					
Week: 10/	15/12	10/21/12	1-	1	\$1,800.00	0.00					
N 43 WPLG	10/20/1	2 10/20/12	9AM-Sat LCL 10	News CM	9-10:30am	1-	:30	1 \$700.00 P-2	0.00 NM	1	\$700.00
			Local 10 News S	aturd	(9:00 AM-9:	30 AM)					
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating		•			
Week: 10/		10/21/12	1-	1	\$700.00	0.00					
N 44 WPLG	10/21/1:	2 10/21/12	SUN 11-1130P	CM	11-1135P	1	:30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
04	4 D-4-	C-4 D-4-	SUN 11-1135P	Castollala	(11:00 PM-1						
<u>Star</u> Week: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$3,000.00	Rating 0.00					
N 45 WPLG				CM	7-8p	1	:30	1 \$6,000.00 P-2	0.00 NM	1	\$6,000.00
IN 45 VVI LO	10/21/1/	2 10/21/12	AFHV	OW	(7:00 PM-8:	_	.00	1 ψ0,000.001 2	0.00 14141		φο,σσσ.στ
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/21/12	1		\$6,000.00	0.00					
N 46 WPLG	10/21/1:	2 10/21/12	7a-Sun LCL 10 N	ews CM	7-8am	1	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
			Local 10 News S	unday	(7:30 AM-8:	00 AM)					
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/		10/21/12	1		\$1,500.00	0.00			0.00.104		*4 ***
N 47 WPLG	10/21/1:	2 10/21/12		CM	8-9am	1	:30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
04	4 D-4-	End Data	Su GMA	Spots/Week	(8:30 AM-9:						
<u>3tar</u> //Week: 10	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> 1		Rate \$1,800.00	Rating 0.00					
			M-F 1p The Chev		1-2p	1	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
1140 111 10	10/10/1	10/10/12	The Chew		(1:00 PM-2:	<del>-</del>	.00	, 4000,001 =	0.00	·	***************************************
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			*		
Week: 10/		10/21/12	1	1	\$600.00	0.00					
N 49 WPLG	10/18/1:	2 10/18/12	M-F 11-1135P	СМ	11-1135P	1	:30	1 \$3,700.00 P-2	0.00 NM	1	\$3,700.00
			M-F 11-1135P								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/	****	10/21/12	1		\$3,700.00	0.00					44.000.00
N50 WPLG	10/18/1	2 10/18/12	M-F 1135-12:06a	Nightli@M	1135p-1200		:30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
			M-F Nightline	04-04/1-	(11:35 PM-				3		
	rt Date	End Date	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00					
Week: 10/		10/21/12	M-F 11a The Vie		11-12n	1	:30	1 \$1,000.00 P-2	0.00 NM	1	\$1,000.00
NOT WELG	10/10/1	4 10/10/12	M-F The View	VV CIVI	111711	<b>-</b>	.50	. ψ1,000.001 2	5.55 14171	•	+ .,555700
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/21/12	1		\$1,000.00	0.00					
VVCCK. IO	10/12				+ .,						



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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	als Amount
			M-F 12n News M-F LCL 10 New	s @ No	(12:30 PM-	1:00 PM)						
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10 N 53 WPLG		10/21/12	1 M-F 12n News	CM	\$600.00 12-1PM	0.00	:30	1	\$600.00 P-2	0.00 NM	4	\$600.00
NOS WELG	5 10/10/1	2 10/10/12	M-F LCL 10 New		(12:00 PM-	_	.30	'	φ000.00 F-2	U.UU INIVI	'	φουυ.υυ
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10 N 54 WPLG		10/21/12	1	uric CM	\$600.00 3-4p	0.00	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
NO4 WELG	10/10/1	2 10/10/12	M-F 3p Katie Cou Katie Couric	IIIC CIVI	(3:00 PM-4:	<del>-</del>	.50	'	φ/00.00 Γ-2	U.UU INIVI	,	φ100,00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/21/12	1	1	\$700.00	0.00			#000 00 D 0	0.00.104		4000.00
N55 WPLG	5 10/18/1	2 10/18/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:	1 00 PM)	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	•	Rating						
Week: 10		10/21/12	1	1	\$900.00	0.00						4
N 56 WPLG	3 10/18/1	2 10/18/12	M-F 5a LCL New LCL 10 News @		5-6am (5:00 AM-5:	1 30 AM)	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
<u>St</u>	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				-		
Week: 10		10/21/12	1	1	*	0.00						
N57 WPLG	3 10/18/1	2 10/18/12	M-F 5p LCL New Local 5p News	s CM	5-6p (5:00 PM-5:	1 30 PM)	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/15/12	10/21/12	1	1	\$1,200.00	0.00						
N 58 WPLG	3 10/18/1	2 10/18/12	M-F 5a LCL New LCL 10 News @		5-6am (5:30 AM-6:	1	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
St	art Date	End Date	Weekdays	Spots/Week	•	Rating						
Week: 10		10/21/12	1	1	\$750.00	0.00						
N 59 WPLG	10/18/1	2 10/18/12	M-F 5p LCL New	s CM	5-6p	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
St	art Date	End Date	Local 5p News Weekdays	Spots/Week	(5:30 PM-6: Rate	Rating						
Week: 10		10/21/12	1	1		0.00						
N 60 WPLG	10/18/1	2 10/18/12	M-F 6a LCL New		6-7am	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
C+	art Data	End Date	LCL 10 News @ Weekdavs	6am Spots/Week	(6:00 AM-6:	30 AM) Rating						
<u>عد</u> Week: 10	<u>art Date</u> )/15/12	10/21/12	1	<u>30013/Week</u>		0.00						
N61 WPLG	10/18/1	2 10/18/12	M-F 6p LCL New	s CM	6-630pm	1	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
0.4			M-F Local News	04-0441	(6:00 PM-6:							
<u>Sta</u> Week: 10	<u>art Date</u> 0/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$2,000.00	<u>Rating</u> 0.00						
			M-F 6a LCL New		6-7am	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
			LCL 10 News @		(6:30 AM-7							
	art Date	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate \$1,500.00	<u>Rating</u> 0.00						
Week: 10			M-F Wheel of Fo		7-730pm	1	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
			M-F Wheel of Fo						•	i		
	art Date	End Date	<u>Weekdays</u> 1	Spots/Week		Rating						
Week: 10		10/21/12	M-F 7-9a GMA	CM	\$2,500.00 7-9am	0.00	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
	- 111/10/1	ے IU/I0/I2	IVITI 1-00 GIVIA	CIVI	, -oam	<b>_</b>	.00		\$1,000.001 -Z	0.00 14141		Ţ.,500.00
1107 111 110	10/10/1		Good Morning A	merica	(7:00 AM-8	:00 AM)						



253749

Flight Dates 10/16/12-10/22/12

**Hiatus Dates** 

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser ISS/Amer. Crossroads

Ln Ch Start End	Inventory Code Break	s Start/End Time Days	Len Spots	Rate Pri	Rtg Type	Total Spots	<u>ls</u> Amount
N64 WPLG 10/18/12 10/18		7-9am1		\$1,500.00 P-2	0.00 NM	1	\$1,500.00
	Good Morning America	(7:00 AM-8:00 AM)					. ,
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/		<u>Rate</u> <u>Rating</u> 1 \$1,500.00 0.00					
N 65 WPLG 10/18/12 10/18	/12 M-F Jeopardy CM M-F Jeopardy	730-8pm1 (7:30 PM-8:00 PM)	:30 1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/		<u>K Rate</u> <u>Rating</u> 1 \$3,000.00 0.00					
N 66 WPLG 10/18/12 10/18	/12 M-F 7-9a GMA CM Good Morning America	7-9am1 (8:00 AM-9:00 AM)	:30 1	\$1,500.00 P-2	0.00 NM	<b>1</b>	\$1,500.00
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/		<u>k Rate Rating</u> 1 \$1,500.00 0.00					
N 67 WPLG 10/18/12 10/18		9-10a1 (9:00 AM-9:30 AM)	:30 1	\$700.00 P-2	0.00 NM	1	\$700.00
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/	tte Weekdays Spots/Weel	•					
N 68 WPLG 10/16/12 10/16		1-2p -1 (1:00 PM-2:00 PM)	:30 1	\$600.00 P-2	0.00 NM	1.	\$600.00
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/	te Weekdays Spots/Weel	Rate Rating					
N 69 WPLG 10/16/12 10/16		11-1135P -1	:30 1	\$3,700.00 P-2	0.00 NM	1	\$3,700.00
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/		<u>K Rate Rating</u> 1 \$3,700.00 0.00			į		
N 70 WPLG 10/16/12 10/16		1135p-1206am -1 (11:35 PM-12:05 XM)	:30 1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/		·					
N 71 WPLG 10/16/12 10/16		11-12n -1	:30 1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start Date End D Week: 10/15/12 10/21/		<u>k Rate Rating</u> 1 \$1,000.00 0.00					
N 72 WPLG 10/16/12 10/16	/12 M-F 12n News CM M-F LCL 10 News @ No	12-1PM -1 (12:30 PM-1:00 PM)	:30 1	\$600.00 P-2	0.00 NM	1	\$600.00
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/	te Weekdays Spots/Weel	·					
N 73 WPLG 10/16/12 10/16	/12 M-F 12n News CM M-F LCL 10 News @ No	12-1PM -1 (12:00 PM-12:30 PM)	:30 1	\$600.00 P-2	0.00 NM	1	\$600.00
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/		<u>K Rate</u> <u>Rating</u> 1 \$600.00 0.00					
N 74 WPLG 10/16/12 10/16	/12 M-F 3p Katie Couric CM Katie Couric	3-4p -1 (3:00 PM-4:00 PM)	:30 1	\$700.00 P-2	0.00 NM	1,	\$700.00
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/		<u>k Rate Rating</u> 1 \$700.00 0.00					
N 75 WPLG 10/16/12 10/16		4-5p -1 (4:30 PM-5:00 PM)	:30 1	\$900.00 P-2	0.00 NM	1	\$900.00
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/		<u>k Rate Rating</u> 1 \$900.00 0.00	,				
N 76 WPLG 10/16/12 10/10	/12 M-F 5a LCL News CM LCL 10 News @ 5am	5-6am -1 (5:00 AM-5:30 AM)	:30 1	\$750.00 P-2	0.00 NM	1	\$750.00
Start Date End D	ate Weekdays Spots/Wee	<u>k Rate Rating</u>			ļ		



253749

Flight Dates 10/16/12-10/22/12

<u>Hiatus Dates</u>

Original Date / Revision 07/10/12/ 08/07/12

Advertiser ISS/Amer. Crossroads

<u>Order Sep</u> 00:15:00

									Tota	
Ln Ch Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N76 WPLG 10/16/12 1	10/16/12	M-F 5a LCL News LCL 10 News @ 8		5-6am (5:00 AM-5:3	-1 0 AM)	:30	1 \$750.00 P-2	0.00 NM	1	\$750.00
	<u>nd Date</u> 0/21/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00					
N77 WPLG 10/16/12 1	10/16/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:3	-1 0 PM)	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
	nd Date 0/21/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00			4		
N78 WPLG 10/16/12 1	10/16/12	M-F 5a LCL News LCL 10 News @ 9		5-6am (5:30 AM-6:0	-1 0 AM)	:30	1 \$750.00 P-2	0.00 NM	1	\$750.00
	nd Date 0/21/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00					
N 79 WPLG 10/16/12 1	10/16/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:0	-1 0 PM)	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
	nd Date 0/21/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00					
N80 WPLG 10/16/12 1	10/16/12	M-F 6a LCL News LCL 10 News @ 6		6-7am (6:00 AM-6:3	-1 0 AM)	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
	<u>nd Date</u> 0/21/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00					
N81 WPLG 10/16/12 1	10/16/12	M-F 6p LCL News M-F Local News	CM CM	6-630pm	-1	:30	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
	nd Date 0/21/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00					
N82 WPLG 10/16/12 1	10/16/12	M-F 6a LCL News LCL 10 News @ 0		6-7am (6:30 AM-7:0	-1 0 AM)	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
	<u>nd Date</u> 0/21/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00					
N83 WPLG 10/16/12	10/16/12	M-F Wheel of For M-F Wheel of For		7-730pm	-1	:30	1 \$2,500.00 P-2	0.00 NM	1	\$2,500.00
	nd Date 0/21/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$2,500.00	Rating 0.00					
N84 WPLG 10/16/12	10/16/12	M-F 7-9a GMA Good Morning An	CM nerica	7-9am (7:00 AM-8:0	-1 0 AM)	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
***************************************	nd Date 0/21/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00					
N85 WPLG 10/16/12	10/16/12	M-F Jeopardy M-F Jeopardy	СМ	730-8pm	-1	:30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
	nd Date 0/21/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00					
N 86 WPLG 10/16/12	10/16/12	M-F 7-9a GMA Good Morning An	CM nerica	7-9am (8:00 AM-9:0	-1 0 AM)	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
	nd <u>Date</u> 0/21/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00					
N 87 WPLG 10/16/12	10/16/12	M-F 9a Live/Kelly Live With Kelly	СМ	9-10a (9:00 AM-9:3	-1 0 AM)	:30	1 \$700.00 P-2	0.00 NM	1	\$700.00
	nd Date 0/21/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00					
N88 WPLG 10/17/12	10/17/12	M-F 1p The Chew The Chew	/ CM	1-2p (1:00 PM-2:0	1 0 PM)	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
Start Date E	nd Date	<u>Weekdays</u>	Spots/Week	•	Rating				I	





253749

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser ISS/Amer. Crossroads

	tart	End	Inventory Code		Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	als Amount
N 88 WPLG 10/	/17/12	2 10/17/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:	1 00 PM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.0
<u>Start Da</u> Week: 10/15/1		End Date 10/21/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
N 89 WPLG 10/	/17/12	2 10/17/12	M-F 11-1135P M-F 11-1135P	СМ	11-1135P	1	:30	1	\$3,700.00 P-2	0.00 NM	1	\$3,700.0
<u>Start Da</u> Week: 10/15/1		End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,700.00	Rating 0.00						
N 90 WPLG 10/	/17/12	2 10/17/12	M-F 1135-12:06a M-F Nightline	Nightli@M	1135p-1206 (11:35 PM-1		:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.0
Start Da Week: 10/15/1		End Date 10/21/12	Weekdays 1	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
N 91 WPLG 10/	/17/12	2 10/17/12	M-F 11a The Viev M-F The View		11-12n	1	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.0
Start Da Week: 10/15/1		End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
N 92 WPLG 10/	/17/12	2 10/17/12	M-F 12n News M-F LCL 10 News	CM s @ No	12-1PM (12:30 PM-1	1 I:00 PM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.0
Start Da Week: 10/15/1		End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate \$600.00	Rating 0.00						
N 93 WPLG 10/	/17/12	2 10/17/12	M-F 12n News M-F LCL 10 News	CM s @ No	12-1PM (12:00 PM-1	1 12:30 PM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.0
Start Da Week: 10/15/1		End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate \$600.00	Rating 0.00						
N 94 WPLG 10/	/17/12	2 10/17/12	M-F 3p Katie Cou Katie Couric	ric CM	3-4p (3:00 PM-4:	1 00 PM)	:30	1	\$700.00 P-2	0.00 NM	1	\$700.0
Start Da Week: 10/15/1		End Date 10/21/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
N 95 WPLG 10/	/17/12	10/17/12	M-F 4p Dr Oz Dr Oz	СМ	4-5p (4:30 PM-5:	1 00 PM)	:30	1	\$900.00 P-2	0.00 NM	1	\$900.0
<u>Start Da</u> Week: 10/15/1		End Date 10/21/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
N 96 WPLG 10/	/17/12	10/17/12	M-F 5a LCL News LCL 10 News @ 5		5-6am (5:00 AM-5:	1 30 AM)	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
<u>Start Da</u> Week: 10/15/1		End Date 10/21/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N 97 WPLG 10/	/17/12	2 10/17/12	M-F 5p LCL News Local 5p News	: CM	5-6p (5:00 PM-5:	1 30 PM)	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.0
<u>Start Da</u> Week: 10/15/1		End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	-	Rating 0.00						
			M-F 5a LCL News LCL 10 News @ 5	CM	5-6am (5:30 AM-6:	1 00 AM)	:30	1	\$750.00 P-2	0.00 NM	1	\$750.0
<u>Start Da</u> Week: 10/15/1		End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
			M-F 5p LCL News Local 5p News	c CM	5-6p (5:30 PM-6:	1 00 PM)	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.0
<u>Start Da</u> Week: 10/15/1		End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	•	Rating 0.00					-	
			M-F 6a LCL News LCL 10 News @ 6	s CM	6-7am (6:00 AM-6:	1 30 AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.0
Start Da	ate	End Date	Weekdays	Spots/Week	•	Rating						

00:15:00



Contract / Revision

253749

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep

Advertiser ISS/Amer. Crossroads

Product AMERICAN CROSSROADS Estimate # 693

N100 WPLG 10/17/12 10/17/12 M-F 6a LCL News CM 6-7am1 :30 1 \$1,500.00 P-2 0.00 NM 1 \$1,500.00 P	1,500.00 2,000.00
LCL 10 News @ 6am (6:00 AM-6:30 AM) <u>Start Date                                  </u>	2,000.00
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/15/12 10/21/121 1 \$1,500.00 0.00	
Week: 10/15/12 10/21/121 1 \$1,500.00 0.00	
1703.1101012 10/21/12 = 1 \$\psi_1,000.00  0.00	
N101 WPLG 10/17/12 10/17/12 M-F 6p LCL News CM 6-630pm1 :30 1 \$2,000.00 P-2 0.00 NM 1 \$2,000 M-F Local News	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/15/12	
	1,500.00
LCL 10 News @ 6am (6:30 AM-7:00 AM) Start Date End Date Weekdays Spots/Week Rate Rating	
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/15/12 10/21/121 1 \$1,500.00 0.00	
1 41,000,00 0,00	2,500.00
M-F Wheel of Fortune	2,000.00
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/15/12 10/21/121 1 \$2,500.00 0.00	
N104 WPLG 10/17/12 10/17/12 M-F 7-9a GMA CM 7-9am1 :30 1 \$1,500.00 P-2 0.00 NM 1 \$1,50	1,500.00
Good Morning America (7:00 AM-8:00 AM)	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/15/12 10/21/121 1 \$1,500.00 0.00	
N105 WPLG 10/17/12 10/17/12 M-F Jeopardy CM 730-8pm1 :30 1 \$3,000.00 P-2 0.00 NM 1 \$3,00 M-F Jeopardy	3,000.00
· ·	
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/15/12 10/21/121 1 \$3,000.00 0.00	
1 40,000,000	1,500.00
Good Morning America (8:00 AM-9:00 AM)	1,000.00
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/15/12 10/21/121 1 \$1,500.00 0.00	
N107 WPLG 10/17/12 10/17/12 M-F 9a Live/Kelly CM 9-10a1 :30 1 \$700.00 P-2 0.00 NM 1 \$700.00 P-2 0.00 NM	\$700.00
Live With Kelly (9:00 AM-9:30 AM)	
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>	
Week: 10/15/12 10/21/121 1 \$700.00 0.00	

Totals 107\$192,700.00

## SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance, or Refers to But is Not Authorized by a Candidate)

CC	NTRACT N	o. <u>253744</u>
1.	THE CONT	Michelle Santuoso Name  66 Canal Center Plaza Ste 555 Alexandria, Uladress  703-299-1760 Phone Number
2.	THE TOP (	Stephen DeMaura
3.	IF THE AD	REFERS TO A CANDIDATE:
	a.	The name of the candidate is
	b.	The candidate seeks election to the office of in the □ Primary Election, □ General Election, or □ Special Election.
4.	IF THE AD	REFERS TO AN ISSUE:
	a.	The issue is Americans for Job Security.
	b.	The Purchaser is Michelle Santuoso - Crossroads Media

**NOTE:** If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.

06227805

12%

82585



Contract / Revision

253744

Order%

### Flight Dates 10/02/12-10/08/12

Order Sep 00:15:00

Alt Order #

**Product** Estimate # 692

Billing Type Cash

Original Date / Revision Agency Com 15%

Alexandria, VA 22314

07/10/12 08/07/12 Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC

**AMERICAN CROSSROADS** 

Advertiser ISS/Amer. Crossroads 66 Canal Center Plaza Billing Calendar BROADCAST

Suite 555 Demographic A35+

Agency Crossroads Media, LLC AGY POL **ISSUE Rev Codes** 

**Buying Contact** Sales Office DC Product Codes PL-Ballot-Related

Sales Region NAT **Priority** P-2

66 Canal Center Plaza

Agency Ref Advertiser Ref Suite 555

Start Date

**Primary Account Executive** Aaron Ashe

Alexandria, VA 22314

Account Executive

Aaron Ashe 100% Order Share 28% Market Value 688214

**End Date** 

Amount	n % of Order	Competing Statio
0	%	WBFS
0	%	WBZL
206464	30%	WFOR
0	%	WPXM
206464	30%	WSVN

Order Tota	ls			Billin	ig Plan			
Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount (	Gross Amount
October 2012	107	\$163,795.00	\$192,700.00	0.00 10/01/12	10/08/12	107	\$163,795.00	\$192,700.00
Totals	107	\$163,795.00	\$192,700.00	0.00				

WTVJ

											Tota	ıls
Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WPLG	10/05/1	2 10/05/12	M-F 1p The Chew	/ CM	1-2p	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
			The Chew									
<u>Star</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0	01/12	10/07/12	1	1	\$600.00	0.00						
N 2 WPLG	10/05/1	2 10/05/12	Fri 10-11p	CM	10-11p	1	:30	1	\$8,000.00 P-2	0.00 NM	1	\$8,000.00
			20/20									
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0	01/12	10/07/12	1	1	\$8,000.00	0.00						
N 3 WPLG	10/05/1	2 10/05/12	M-F 11-1135P	CM	11-1135P	1	:30	1	\$3,700.00 P-2	0.00 NM	1	\$3,700.00
			M-F 11-1135P									
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0	01/12	10/07/12	1	1	\$3,700.00	0.00						
N 4 WPLG	10/05/1	2 10/05/12	M-F 1135-12:06a	Nightli@M	1135p-1206	∂am1	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
			M-F Nightline		(11:35 PM-1	12:05 XM)						
Sta	rt Date	<b>End Date</b>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	01/12	10/07/12	1	1	\$1,800.00	0.00						
N 5 WPLG	10/05/1	2 10/05/12		CM	12-1PM	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00



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Flight Dates 10/02/12-10/08/12

**Hiatus Dates** 

Original Date / Revision 07/10/12/ 08/07/12

Order Sep

00:15:00

Advertiser ISS/Amer. Crossroads

				•		Tota	ls
Ln Ch Start End		Start/End Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
	M-F 12n News M-F LCL 10 News @ No	(12:30 PM-1:00 PM)					
Start Date End Date	Weekdays Spots/Week						
Week: 10/01/12 10/07/12	1 1	\$600.00 0.00					
N 6 WPLG 10/05/12 10/05/12	2 M-F 12n News CM M-F LCL 10 News @ No	12-1PM1 (12:00 PM-12:30 PM)	:30 1	\$600.00 P-2	0.00 NM	1	\$600.00
Start Date End Date							
Week: 10/01/12 10/07/12	1 1	\$600.00 0.00 3-4p1	.00 4	\$700.00 P-2	0.00 NM		<b>#700.00</b>
N 7 WPLG 10/05/12 10/05/12	Katie Couric	- 4	:30 1	\$700.00 P-2	0.00 NM	1	\$700.00
Start Date End Date							
Week: 10/01/12 10/07/12 N 8 WPLG 10/05/12 10/05/12		\$700.00 0.00 4-5p1	:30 1	\$900.00 P-2	0.00 NM	1	\$900.00
N 6 WPLG 10/05/12 10/05/12	Dr Oz	(4:30 PM-5:00 PM)	.30 1	φ900.00 F-2	O.OO INIVI	1	φ900.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$900.00 0.00					
N 9 WPLG 10/05/12 10/05/12	2 M-F 5a LCL News CM LCL 10 News @ 5am	5-6am1 (5:00 AM-5:30 AM)	:30 1	\$750.00 P-2	0.00 NM	1	\$750.00
Start Date End Date	=	,					
Week: 10/01/12 10/07/12	1						
N10 WPLG 10/05/12 10/05/12	2 M-F 5p LCL News CM Local 5p News	5-6p1 (5:00 PM-5:30 PM)	:30 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12							
N11 WPLG 10/05/12 10/05/12		5-6am1 (5:30 AM-6:00 AM)	:30 1	\$750.00 P-2	0.00 NM	1	\$750.00
Start Date End Date							
Week: 10/01/12 10/07/12	1 1	<del></del>		A			<b>*</b> 4 <b>***</b>
N12 WPLG 10/05/12 10/05/12	2 M-F 5p LCL News CM Local 5p News	5-6p1 (5:30 PM-6:00 PM)	:30 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date End Date							
Week: 10/01/12 10/07/12 N13 WPLG 10/05/12 10/05/13		\$1,200.00 0.00 6-7am1	:30 1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
N 13 WPLG 10/05/12 10/05/12	LCL 10 News @ 6am	(6:00 AM-6:30 AM)	.30 1	φ1,500.00 F-2	O.OO INIVI	•	φ1,500.00
Start Date End Date	_	,					
Week: 10/01/12 10/07/12	1 1	\$1,500.00 0.00					
N 14 WPLG 10/05/12 10/05/12	2 M-F 6p LCL News CM M-F Local News	6-630pm1	:30 1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$2,000.00 0.00					
N15 WPLG 10/05/12 10/05/13		6-7am1 (6:30 AM-7:00 AM)	:30 1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date End Date	LCL 10 News @ 6am  Weekdays <u>Spots/Week</u>	,				٠	
Week: 10/01/12 10/07/12	1 1						
N 16 WPLG 10/05/12 10/05/1	2 M-F Wheel of Fortune CM M-F Wheel of Fortune	7-730pm1	:30 1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
Start Date End Date		Rate Rating					
Week: 10/01/12 10/07/12	1 1	\$2,500.00 0.00					
N 17 WPLG 10/05/12 10/05/1	2 M-F 7-9a GMA CM Good Morning America	7-9am1 (7:00 AM-8:00 AM)	:30 1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date End Date	· · · · · · · · · · · · · · · · · · ·	•					



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Flight Dates 10/02/12-10/08/12

**Hiatus Dates** 

Original Date / Revision 07/10/12/ 08/07/12

Order Sep

00:15:00

Advertiser ISS/Amer. Crossroads

										Tota	als
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp		Rtg Type	Spots	Amount
N 17 WPLG	10/05/1	2 10/05/12	M-F 7-9a GMA	CM	7-9am	1	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Sta	art Date	End Date	Good Morning An Weekdavs	Spots/Week	(7:00 AM-8:	Rating					
Week: 10		10/07/12	1		\$1,500.00	0.00					
N 18 WPLG	10/05/1	2 10/05/12	M-F Jeopardy M-F Jeopardy	СМ	730-8pm	1	:30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
<u>Sta</u> Week: 10	art <u>Date</u> /01/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00					
N 19 WPLG	10/05/1	2 10/05/12	M-F 7-9a GMA Good Morning Ar	CM nerica	7-9am (8:00 AM-9:	1 00 AM)	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Sta	art Date	End Date	Weekdays	Spots/Week	•	Rating					
Week: 10		10/07/12	1		\$1,500.00	0.00					
N20 WPLG	10/05/1	2 10/05/12	M-F 9a Live/Kelly Live With Kelly	СМ	9-10a (9:00 AM-9:	1 30 AM)	:30	1 \$700.00 P-2	0.00 NM	1	\$700.00
Sta Week: 10	art <u>Date</u> /01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$700.00	Rating 0.00					
			M-F 1p The Chev	v CM	1-2p	1	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
Sta Week: 10	art Date	End Date 10/14/12	Weekdays 1	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00					
			M-F 11-1135P M-F 11-1135P	CM	11-1135P	1	:30	1 \$3,700.00 P-2	0.00 NM	1	\$3,700.00
<u>Sta</u> Week: 10	art Date /08/12	End Date 10/14/12	Weekdays 1	Spots/Week	Rate \$3,700.00	Rating 0.00					
N23 WPLG	10/08/1	2 10/08/12	M-F 1135-12:06a M-F Nightline		1135p-1206 (11:35 PM-1		:30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10		10/14/12	1		\$1,800.00	0.00		4 44 000 00 5 0	0.00.1114	4	<b>#4 000 00</b>
			M-F 11a The View		11-12n	1	:30	1 \$1,000.00 P-2	0.00 NM	1	\$1,000.00
<u>Sta</u> Week: 10	art <u>Date</u> /08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00					
N25 WPLG	10/08/1	2 10/08/12	M-F 12n News M-F LCL 10 New	CM s @ No	12-1PM (12:00 PM-1	1 12:30 PM)	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
<u>Sta</u> Week: 10	art <u>Date</u> /08/12	End Date 10/14/12	Weekdays 1	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00					
N26 WPLG	10/08/1	2 10/08/12	M-F 3p Katie Cou Katie Couric	ric CM	3-4p (3:00 PM-4:	1 00 PM)	:30	1 \$700.00 P-2	0.00 NM	1	\$700.00
Sta Week: 10	art Date //08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate \$700.00	Rating 0.00					
			M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:	1 00 PM)	:30	1 \$900.00 P-2	0.00 NM	1	\$900.00
	art Date	End Date	Weekdays 1	Spots/Week		Rating					
Week: 10 N 28 WPLG		10/14/12 2 10/08/12		s CM	\$900.00 5-6am	0.00	:30	1 \$750.00 P-2	0.00 NM	1	\$750.00
			LCL 10 News @		(5:00 AM-5:	30 AM)					
	art Date	End Date	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00					
Week: 10 N 29 WPLG		10/14/12	<u> </u>	s CM	5-6p	1	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
			Local 5p News		(5:00 PM-5:	30 PM)					
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					



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Flight Dates 10/02/12-10/08/12

**Hiatus Dates** 

Original Date / Revision 07/10/12/ 08/07/12

Order Sep

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Advertiser ISS/Amer. Crossroads

Ln Ch Start	End	Inventory Code	Break	Start/End T	īme Days	Len Sp	ots	Rate Pri	Rtg Type	Tot Spots	als Amount
N29 WPLG 10/08/1	2 10/08/12	M-F 5p LCL News	s CM	5-6p	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date	End Date	Local 5p News Weekdays	Spots/Week	(5:00 PM-5:0 Rate	Rating						
Week: 10/08/12	10/14/12	1	1	\$1,200.00	0.00						
N30 WPLG 10/08/1	2 10/08/12	M-F 5a LCL News		5-6am	1	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
Start Date	End Date	LCL 10 News @	bam <u>Spots/Week</u>	(5:30 AM-6:0 Rate	OU AM) Rating						
Week: 10/08/12	10/14/12	1	1	\$750.00	0.00						
N31 WPLG 10/08/1	2 10/08/12	M-F 5p LCL News Local 5p News	s CM	5-6p (5:30 PM-6:0	1 00 PM)	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	1		\$1,200.00 6-7am	0.00	:30	4	Φ4 <b>5</b> 00 00 D 2	0.00 NM	,	<b>¢</b> 4 <b>5</b> 00 00
N32 WPLG 10/08/1	2 10/08/12	M-F 6a LCL News LCL 10 News @		6:00 AM-6:	_	:30	1	\$1,500.00 P-2	U.UU INIVI	1	\$1,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	1		\$1,500.00	0.00						
N33 WPLG 10/08/1	2 10/08/12	M-F 6p LCL News M-F Local News	s CM	6-630pm	1	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
Start Date	End Date	Weekdays 1	Spots/Week	Rate	Rating						
Week: 10/08/12 N34 WPLG 10/08/1	10/14/12	M-F 6a LCL News	s CM	\$2,000.00 6-7am	0.00	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
1434 WI-LG 10/00/1	2 10/00/12	LCL 10 News @		(6:30 AM-7:	<del>-</del>	.50	,	Ψ1,000.001 -2	0.00 14141	'	ψ1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			1			
Week: 10/08/12	10/14/12	1		\$1,500.00	0.00						
N35 WPLG 10/08/1	2 10/08/12	M-F Wheel of For M-F Wheel of For	rtune	7-730pm	1	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$2,500.00	Rating 0.00						
N36 WPLG 10/08/1		M-F 7-9a GMA	CM	7-9am	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
1100 111 20 107007	10,00,12	Good Morning Ar		(7:00 AM-8:	00 AM)			* 1,1			, .,
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	1		\$1,500.00	0.00			<b>***</b> *** *** **	0.00.134		<b>#</b> 0.000.00
N37 WPLG 10/08/1		M-F Jeopardy M-F Jeopardy	СМ	730-8pm	1	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$3,000.00	<u>Rating</u> 0.00						
Week: 10/08/12 N38 WPLG 10/08/1	10/14/12		CM		FINAL1	:30	1\$	30,000.00 P-2	0.00 NM	1	\$30,000.00
1430 441 20 10/00/1	2 10/00/12	Dancing With The		(8:00 PM-10		100	. 4	,			<b>4 ,</b>
Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/08/12	10/14/12	1		\$30,000.00	0.00			44.500.00.00	0.00.1114		<b>04 500 00</b>
N39 WPLG 10/08/1		Good Morning Ar		7-9am (8:00 AM-9:	•	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,500.00	<u>Rating</u> 0.00						
Week: 10/08/12 N40 WPLG 10/08/1	10/14/12 2 10/08/12			9-10a (9:00 AM-9:	1	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
Start Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10/08/12	10/14/12	1	1	\$700.00	0.00						
N41 WPLG 10/06/1	2 10/06/12	Sa Wknd Early Sa Weekend Ear		Various (7:00 PM-7:	1- 30 PM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						

00:15:00



<u>Contract / Revision</u> **253744** <u>Flight Dates</u> **10/02/12-10/08/12** 

Hiatus Dates

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Advertiser ISS/Amer. Crossroads Product AMERICAN CROSSROADS Estimate # 692

							Tota	
Ln Ch Start End	•	k Start/End	Time Days	Len Spot			•	Amount
N41 WPLG 10/06/12 10/06/12	Sa Wknd Early News CM Sa Weekend Early New	Various (7:00 PM-7:	1- 30 PM)	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/We	ek <u>Rate</u> 1 \$1,500.00	Rating 0.00					
	_	art/End Time		/eekdays		Rtg Type		
1 WPLG 10/01/12-10/07/12 S See MG 41.2	a Wknd Early News V	arious	(7:00 PM-7:30 P-	Sa	:30 <del>(\$1,500.00)</del>	0.00 <i>NM</i>		
2 NPLG 10/06/12-10/06/12 S	ports Saturday during Colleç7-	8P		sa	:30 \$1,500.00	0.00 NM		
MG for 41.1 10/06 [PROGRAM CORRECT	ION: SPORTS SAT]							
N42 WPLG 10/06/12 10/06/12	Sa GMA CM Sat/Good Morning Ame	8-9am (8:00 AM-8:	1-	:30	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
Start Date End Date	Weekdays Spots/We	•	Rating					
Week: 10/01/12 10/07/12	1-	1 \$1,800.00	0.00					
N43 WPLG 10/06/12 10/06/12	9AM-Sat LCL 10 News CM Local 10 News Saturd	9-10:30am (9:00 AM-9:		:30	1 \$700.00 P-2	0.00 NM	1	\$700.00
Start Date End Date	Weekdays Spots/We		Rating					
Week: 10/01/12 10/07/12 N44 WPLG 10/07/12 10/07/12	1- SUN 11-1130P CM	1 \$700.00 11-1135P	0.00	:30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
	SUN 11-1135P	(11:00 PM-1	11:30 PM)	.30	1 \$3,000.00 F-2	U.UU INIVI	'	φ3,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/We	<u>Rate</u> 1 \$3,000.00	<u>Rating</u> 0.00					
N 45 WPLG 10/07/12 10/07/12	Su 7-8p CM AFHV	7-8p (7:00 PM-8:	1	:30	1 \$6,000.00 P-2	0.00 NM	1	\$6,000.00
Start Date End Date	Weekdays Spots/We	•	Rating					
Week: 10/01/12 10/07/12	1	1 \$6,000.00	0.00					
N46 WPLG 10/07/12 10/07/12	7a-Sun LCL 10 News CM Local 10 News Sunday	7-8am (7:30 AM-8:	1 :00 AM)	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date End Date	Weekdays Spots/We		Rating					
Week: 10/01/12 10/07/12	1	1 \$1,500.00	0.00	120	1 \$1 900 00 D 2	0.00 NIM	1	<b>\$4 900 00</b>
N47 WPLG 10/07/12 10/07/12	Su GMA CM Su GMA	8-9am (8:30 AM-9:	_	:30	1 \$1,800.00 P-2	U.UU INIVI	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/We	<u>Rate</u> 1 \$1,800.00	<u>Rating</u> 0.00					
N48 WPLG 10/04/12 10/04/12	M-F 1p The Chew CM The Chew	1-2p (1:00 PM-2:	1	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
Start Date End Date	Weekdays Spots/We	,	Rating					
Week: 10/01/12 10/07/12	1	1 \$600.00	0.00					
N49 WPLG 10/04/12 10/04/12	M-F 11-1135P CM M-F 11-1135P	11-1135P	1	:30	1 \$3,700.00 P-2	0.00 NM	1	\$3,700.00
Start Date End Date	Weekdays Spots/We		Rating					
Week: 10/01/12 10/07/12	1	1 \$3,700.00	0.00	•20	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
N50 WPLG 10/04/12 10/04/12	M-F 1135-12:06a NightiipiW M-F Nightline	(11:35 PM-	6am1 12:05 XM)	:30	1 \$1,000.00 F-2	U.UU INIVI	1	φ1,600.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/We	ek <u>Rate</u> 1 \$1,800.00	Rating 0.00					
N 51 WPLG 10/04/12 10/04/12	M-F 11a The View CM M-F The View	11-12n	1	:30	1 \$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start Date End Date	Weekdays Spots/We	ek Rate	Rating					
Week: 10/01/12 10/07/12	1	1 \$1,000.00	0.00					
N52 WPLG 10/04/12 10/04/12	СМ	12-1PM	1	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00



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Flight Dates 10/02/12-10/08/12

**Hiatus Dates** 

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Advertiser ISS/Amer. Crossroads

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots Rate Pri	Rtg Type	Tota Spots	lls Amount
	M-F 12n News	(40.20 DM 4.00 DM)				-
Start Date End Date	M-F LCL 10 News @ No Weekdays Spots/Week	(12:30 PM-1:00 PM) Rate Rating		Ī	Í	
Week: 10/01/12 10/07/12	1 1	\$600.00 0.00				
N 53 WPLG 10/04/12 10/04/12	M-F 12n News CM M-F LCL 10 News @ No	12-1PM1 (12:00 PM-12:30 PM)	:30 1 \$600.00 P-2	0.00 NM	1	\$600.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12	1 1	\$600.00 0.00				
N 54 WPLG 10/04/12 10/04/12	M-F 3p Katie Couric CM Katie Couric	3-4p1 (3:00 PM-4:00 PM)	:30 1 \$700.00 P-2	0.00 NM	1	\$700.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12	1 1	\$700.00 0.00				****
N55 WPLG 10/04/12 10/04/12	M-F 4p Dr Oz CM Dr Oz	4-5p1 (4:30 PM-5:00 PM)	:30 1 \$900.00 P-2	0.00 NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate Rating \$900.00				
N 56 WPLG 10/04/12 10/04/12	M-F 5a LCL News CM LCL 10 News @ 5am	5-6am1 (5:00 AM-5:30 AM)	:30 1 \$750.00 P-2	0.00 NM	1	\$750.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12 N57 WPLG 10/04/12 10/04/12	1 1 M-F 5p LCL News CM	\$750.00 0.00 5-6p1	:30 1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
	Local 5p News	(5:00 PM-5:30 PM)	,	·		. ,
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week					
N58 WPLG 10/04/12 10/04/12		5-6am1	:30 1 \$750.00 P-2	0.00 NM	1	\$750.00
0(-10-1	LCL 10 News @ 5am	(5:30 AM-6:00 AM)				
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$750.00 0.00				
N 59 WPLG 10/04/12 10/04/12	M-F 5p LCL News CM Local 5p News	5-6p1 (5:30 PM-6:00 PM)	:30 1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12	1 1	· · / · · · · · · · · · · · · · · · · ·		0.00.1114		<b>#4 #00 00</b>
N60 WPLG 10/04/12 10/04/12	M-F 6a LCL News CM LCL 10 News @ 6am	6-7am1 (6:00 AM-6:30 AM)	:30 1 \$1,500.00 P-2	. 0.00 NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$1,500.00 0.00				
N61 WPLG 10/04/12 10/04/12		6-630pm1	:30 1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
	M-F Local News	(6:00 PM-6:30 PM)				
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate Rating \$2,000.00 0.00				
N62 WPLG 10/04/12 10/04/12	M-F 6a LCL News CM	6-7am1	:30 1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Otant Data - End Data	LCL 10 News @ 6am	(6:30 AM-7:00 AM)				
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> <u>Spots/Week</u> 1 1	<u>Rate</u> <u>Rating</u> \$1,500.00 0.00				
N 63 WPLG 10/04/12 10/04/12	M-F Wheel of Fortune CM M-F Wheel of Fortune	7-730pm1	:30 1 \$2,500.00 P-2	0.00 NM	1	\$2,500.00
Start Date End Date	Weekdays Spots/Week					
Week: 10/01/12 10/07/12		\$2,500.00 0.00	.00 4 44 500 60 5 6	0.00 104	4.	<b>64 E00 00</b>
N 64 WPLG 10/04/12 10/04/12	M-F 7-9a GMA CM Good Morning America	7-9am1 (7:00 AM-8:00 AM)	:30 1 \$1,500.00 P-2	. 0.00 NM	1	\$1,500.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				



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Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser ISS/Amer. Crossroads

Ln Ch	Start	End	Inventory Code			Гime Days	Len Sp		Rate Pri	Rtg Type	Tota Spots	Amount
N 64 WPLG	10/04/1:	2 10/04/12	M-F 7-9a GMA Good Morning An	CM nerica	7-9am (7:00 AM-8:	1 00 AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
<u>Star</u>	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	1		\$1,500.00	0.00					<b>V</b>	
N65 WPLG	10/04/1:	2 10/04/12	M-F Jeopardy M-F Jeopardy	СМ	730-8pm (7:30 PM-8:	1 00 PM)	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
Star Week: 10/0	<u>t Date</u> 01/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	. —	Rating 0.00						
166 WPLG	10/04/1	2 10/04/12	M-F 7-9a GMA Good Morning An	CM nerica	7-9am (8:00 AM-9:	1 00 AM)	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
	t Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					:	
Week: 10/0		10/07/12	1	******	\$1,500.00	0.00						
N67 WPLG	10/04/1	2 10/04/12	M-F 9a Live/Kelly Live With Kelly	СМ	9-10a (9:00 AM-9:	1 30 AM)	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
Star Week: 10/0	<u>t Date</u> 01/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
168 WPLG	10/02/1	2 10/02/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:	-1 00 PM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Star Week: 10/0	<u>t Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> -1	Spots/Week	Rate \$600.00	Rating 0.00						
169 WPLG			M-F 11-1135P M-F 11-1135P	СМ	11-1135P	-1	:30	1	\$3,700.00 P-2	0.00 NM	1	\$3,700.00
Star Week: 10/0	<u>t Date</u> 01/12	End Date 10/07/12	Weekdays -1	Spots/Week	Rate \$3,700.00	Rating 0.00						
170 WPLG	10/02/1	2 10/02/12	M-F 1135-12:06a M-F Nightline	Nightli@M	1135p-1206 (11:35 PM-1		:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
	rt Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10/0		10/07/12	-1 M-F 11a The Viev		\$1,800.00 11-12n	0.00	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
			M-F The View				.30	ı	φ1,000.00 F-2	0.00 14141	'	φ1,000.00
Star Week: 10/0	<u>rt Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
N72 WPLG	10/02/1		M-F 12n News	CM	12-1PM	-1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
			M-F LCL 10 News	_	(12:30 PM-1							
<u>Staı</u> Week: 10/0	<u>t Date</u>	End Date 10/07/12	<u>Weekdays</u> -1	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
			M-F 12n News	CM	12-1PM	-1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.0
			M-F LCL 10 News		(12:00 PM-1	12:30 PM)			·			
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	-1	1	\$600.00	0.00	.00		# <b>7</b> 00 00 <b>D</b> 0	0.00 NIN		<b>6700 0</b>
			M-F 3p Katie Cou Katie Couric		3-4p (3:00 PM-4:		:30	1	\$700.00 P-2	0.00 NM	1	\$700.0
<u>Sta</u> Week: 10/0	rt Date	End Date 10/07/12	<u>Weekdays</u> -1	Spots/Week	<u>Rate</u> \$700.00	Rating 0.00						
			M-F 4p Dr Oz Dr Oz	СМ	4-5p (4:30 PM-5:	-1	:30	1	\$900.00 P-2	0.00 NM	1	\$900.0
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0		10/07/12	-1	1 S CM	\$900.00 5-6am	0.00	:30	1	\$750.00 P-2	0.00 NM	1	\$750.0
			M-F 5a LCL News LCL 10 News @	5am	(5:00 AM-5:	30 AM)	.30	1	ψ1 JU.UU Γ*Z	O,OO INIVI	'	Ψ1.00.00
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				ı	l	



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Flight Dates 10/02/12-10/08/12

**Hiatus Dates** 

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser ISS/Amer. Crossroads

Ln Ch Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots		Rtg Type	Spots	Amount
N76 WPLG 10/02/1	2 10/02/12	M-F 5a LCL News LCL 10 News @ 5am	СМ	5-6am (5:00 AM-5:3	-1 0 AM)	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays Spots	<u>s/Week</u> 1	<u>Rate</u> \$750.00	Rating 0.00						
N 77 WPLG 10/02/1	2 10/02/12	M-F 5p LCL News Local 5p News	СМ	5-6p (5:00 PM-5:3	-1 0 PM)	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date Week: 10/01/12	End Date 10/07/12	•	<u>s/Week</u> 1	Rate \$1,200,00	Rating 0.00						
N78 WPLG 10/02/1	2 10/02/12	M-F 5a LCL News LCL 10 News @ 5am	СМ	5-6am (5:30 AM-6:0	-1 00 AM)	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays Spots	<u>s/Week</u> 1	Rate \$750.00	Rating 0.00						
N 79 WPLG 10/02/1	2 10/02/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:0	-1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.0
Start Date Week: 10/01/12	End Date 10/07/12	•	s/Week 1	Rate	Rating 0.00						
N 80 WPLG 10/02/1		M-F 6a LCL News LCL 10 News @ 6am	СМ	6-7am (6:00 AM-6:3	-1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	•	s/Week 1	Rate \$1,500.00	Rating 0.00						
N81 WPLG 10/02/1	2 10/02/12	M-F 6p LCL News M-F Local News	СМ	6-630pm	-1	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.0
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12		s/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00						
N 82 WPLG 10/02/1		M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:0	-1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.0
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	-	s/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00						
N83 WPLG 10/02/1	2 10/02/12	M-F Wheel of Fortune M-F Wheel of Fortune		7-730pm	-1	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> Spots	s/Week 1	<u>Rate</u> \$2,500.00	Rating 0.00						
N84 WPLG 10/02/1	2 10/02/12	M-F 7-9a GMA Good Morning America	СМ	7-9am (7:00 AM-8:0	-1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.0
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12		s/Week	<u>Rate</u> \$1,500.00	Rating 0.00						
N 85 WPLG 10/02/1		M-F Jeopardy M-F Jeopardy	CM	730-8pm	-1	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12		s/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00						
N 86 WPLG 10/02/1		M-F 7-9a GMA Good Morning America	СМ	7-9am (8:00 AM-9:0	-1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date Week: 10/01/12	End Date 10/07/12		s/Week 1	Rate \$1,500.00	Rating 0.00						
N87 WPLG 10/02/1			СМ	9-10a (9:00 AM-9:3	-1	:30	1	\$700.00 P-2	0.00 NM	1	\$700.0
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12		s/Week 1	Rate \$700.00	Rating 0.00						
N 88 WPLG 10/03/1			СМ	1-2p (1:00 PM-2:0	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.0
Start Date	End Date		s/Week		Rating				1		



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Advertiser ISS/Amer. Crossroads

Ln Ch	Start	End	Inventory Code			Time Days	Len Sp		Rate Pri			Amount
N 88 WPLG	10/03/1	2 10/03/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:	1 00 PM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.0
<u>Start</u> Week: 10/0	<u>Date</u> 1/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						•
N 89 WPLG	10/03/1	2 10/03/12	M-F 11-1135P M-F 11-1135P	СМ	11-1135P	1	:30	1	\$3,700.00 P-2	0.00 NM	1	\$3,700.0
Start Week: 10/0	<u>Date</u> 1/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,700.00	Rating 0.00						
N 90 WPLG	10/03/1	2 10/03/12	M-F 1135-12:06a M-F Nightline		1135p-1206 (11:35 PM-1		:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
Start Week: 10/0	<u>Date</u> 1/12	End Date 10/07/12	Weekdays	Spots/Week	Rate \$1,800.00	Rating 0.00						
N91 WPLG			M-F 11a The View M-F The View		11-12n	1	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.0
<u>Start</u> Week: 10/0	<u>Date</u> 1/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00						
N 92 WPLG	10/03/1	2 10/03/12	M-F 12n News M-F LCL 10 News	CM s @ No	12-1PM (12:30 PM-1	1 1:00 PM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
<u>Start</u> Week: 10/0	<u>1/12</u>	End Date 10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
N 93 WPLG	10/03/1	2 10/03/12	M-F 12n News M-F LCL 10 News	CM s @ No	12-1PM (12:00 PM-1	1 12:30 PM)	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
<u>Start</u> Week: 10/0	<u>Date</u> 1/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
N 94 WPLG	10/03/1	2 10/03/12	M-F 3p Katie Cou Katie Couric	ric CM	3-4p (3:00 PM-4:	1 00 PM)	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
Start Week: 10/0	<u>Date</u> 1/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
N 95 WPLG	10/03/1	2 10/03/12	M-F 4p Dr Oz Dr Oz	СМ	4-5p (4:30 PM-5:	1 00 PM)	:30	1	\$900.00 P-2	0.00 NM	1	\$900.00
Start Week: 10/0	<u>Date</u> 1/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	Rate \$900.00	Rating 0.00						
N 96 WPLG	10/03/1	2 10/03/12	M-F 5a LCL News LCL 10 News @ 5		5-6am (5:00 AM-5:	1 30 AM)	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
Start Week: 10/0	<u>Date</u>	End Date 10/07/12	_	Spots/Week	Rate \$750.00	Rating 0.00						
N 97 WPLG			M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Week: 10/0	<u>Date</u> 1/12	End Date 10/07/12	•	Spots/Week	Rate \$1,200.00	Rating 0.00						
		2 10/03/12	M-F 5a LCL News LCL 10 News @ 5	CM	5-6am (5:30 AM-6:	1 00 AM)	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
Start Week: 10/0	<u>Date</u> 1/12	End Date 10/07/12	_	Spots/Week	Rate \$750.00	Rating 0.00						
			M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:	1 00 PM)	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Week: 10/0	<u>1 Date</u> 1/12	End Date 10/07/12		Spots/Week 1	Rate \$1,200.00	Rating 0.00						
			M-F 6a LCL News LCL 10 News @ 6	СМ	6-7am (6:00 AM-6:	1	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start	t Date	End Date		Spots/Week	Rate	Rating						



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Flight Dates 10/02/12-10/08/12

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Advertiser ISS/Amer. Crossroads

Product AMERICAN CROSSROADS Estimate # 692

									Tota	als_
	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
N100 WPLG 10/03/12	10/03/12	M-F 6a LCL News	CM	6-7am	1	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
		LCL 10 News @ 6a	am	(6:00 AM-6:3	80 AM)					
	nd Date		Spots/Week		<u>Rating</u>					
	0/07/12	1		\$1,500.00	0.00					
N101 WPLG 10/03/12	10/03/12	M-F 6p LCL News M-F Local News	СМ	6-630pm	1	:30	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
	nd Date		Spots/Week	<u>Rate</u>	Rating					
	0/07/12	1	1	\$2,000.00	0.00					
N102 WPLG 10/03/12	10/03/12	M-F 6a LCL News	CM	6-7am	1	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
		LCL 10 News @ 6a		(6:30 AM-7:0	00 AM)					
	nd Date		Spots/Week	Rate	<u>Rating</u>					
	0/07/12	1	1	<b>\$1,000.00</b>	0.00					
N103 WPLG 10/03/12	10/03/12	M-F Wheel of Fortu M-F Wheel of Fortu		7-730pm	1	:30	1 \$2,500.00 P-2	0.00 NM	1	\$2,500.00
	nd Date		Spots/Week	<u>Rate</u>	Rating					
	0/07/12	1	1	\$2,500.00	0.00					
N104 WPLG 10/03/12	10/03/12	M-F 7-9a GMA	CM	7-9am	1	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
		Good Morning Ame	erica	(7:00 AM-8:0	00 AM)					
	nd Date		Spots/Week	Rate	Rating					
	0/07/12	1	: 1	\$1,500.00	0.00					
N105 WPLG 10/03/12	10/03/12	M-F Jeopardy	CM	730-8pm	1	:30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
Otant Data E		M-F Jeopardy		<b>-</b> .	- "					
	<u>nd Date</u> 0/07/12	<u>Weekdays</u> <u>S</u>	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating					
N106 WPLG 10/03/12		M-F 7-9a GMA	CM	ֆა,000.00 7-9am	0.00	-00	4 04 500 00 0 0	0.00.1114		<b>44</b> 500 00
1000 WFLG 10/03/12	10/03/12	Good Morning Ame		7-9am (8:00 AM-9:0	_	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
Start Date E	nd Date	J	Spots/Week	Rate	Rating					
	0/07/12	1		\$1,500.00	0.00					
N107 WPLG 10/03/12		M-F 9a Live/Kelly	CM	9-10a	1	:30	1 \$700.00 P-2	0.00 NM	1	\$700.00
	10,00,12	Live With Kelly		(9:00 AM-9:3		.50	ι ψ/ου.ουΓ-2	U.UU INIVI	'	φ100.00
Start Date E	nd Date	•	Spots/Week	Rate	Rating			1		
	0/07/12	1	1	\$700.00	0.00			į		
								Totals	40704	22 700 00

107\$192,700.00 Totals